

LEG END THE NEW HIGH WAY MATH THE

Newhaven's
Future High
Streets Bid



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FOREWORD

Re—imagining Newhaven is Lewes District Council’s bid for £7.2million from the Government’s Future High Streets Fund (FHSF) to help transform Newhaven Town Centre and High Street, and create up to 200 jobs by 2024.

This very exciting programme is the culmination of 18 months’ work to give our residents and businesses the chance to shape the future of their town.

If our bid is successful, we will co-fund £2.26million to deliver a Community Healthy Living & Sustainability Hub and High Streets Events Programme.

The message is clear, our communities are ready for our High Street to become a destination again. This will involve experimenting and trying new things to create spaces and places people want to be in. Our High Street must again become a hub of the community that local people are proud of and want to protect.

Newhaven’s ambitious growth plans include 1,677 new homes and 70,000m² of new and refurbished employment floorspace anticipated over the next 25 years. The local education offer is set to evolve, and with a younger population profile than surrounding areas, there is a need for a wider range of opportunities to give incentive for young people to stay or return to their hometown.

These factors combined with the establishment of the Newhaven Enterprise Zone show that there is a clear economic case and need to transform the High Street.

Our business case submitted in June 2020 to Government was developed prior to, and during, the Covid-19 pandemic, and it is not yet clear what the long term economic and social impacts of this might be on Newhaven or the United Kingdom, as a whole, but we will be working closely to ensure impacts of working with the new Covid-19 ‘normal’ are minimised. We will work with national, regional and local partners to ensure that all our projects and programmes align with government guidance and that support is available for SMEs at all levels to aid recovery.

The FHSF funding is essential to help stimulate the local economy and community; encouraging investment from business, whilst tackling inequality and increasing diversity. We need to attract entrepreneurs from all communities and ensure our prosperity sits alongside greater social opportunities and benefits for all residents particularly those from disadvantaged backgrounds.

— *Councillor James MacCleary
Cabinet Member for Regeneration
& Prosperity, Lewes District Council*



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RICH WITH HISTORY,
IN NATURE AND
CULTURE, NEWHAVEN HAS AN
ENVIABLE LOCATION. CHEEK
BY JOWL WITH BRIGHTON AND
ITS WIDER ECONOMY, THE
TOWN HAS HUGE POTENTIAL AS
A PLACE TO LIVE AND WORK.

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NESTLED
CLOSE TO
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AS
WORK.

WILD, RUGGED, RAW & REAL

Welcome to Newhaven ~~~~~

Newhaven is a fascinating place, one of the most distinctive and unusual small towns in England. The town occupies a unique place on the south coast, but in many ways, Newhaven has greater affinity with its industrial counterparts in the north of England.

Nestled at the foot of the South Downs at the mouth of the River Ouse, its setting gives Newhaven its very special identity. A fascinating juxtaposition of marine, coastline, countryside and industry. Newhaven is a place shaped by the elements; by the water and the energy of industry.

Artists have for centuries been inspired by Newhaven. Newhaven has an ethereal quality with magnificent vistas and huge skies.

From the centre you can see rolling Downs in the distance, and factories and dockside warehouses in the foreground that sit alongside hills of shifting aggregates. The sound of clanging metal reverberates around the town.

The people of Newhaven remain proud of the town's heritage which manifests itself most strongly in its culture and setting as a port. Like many small industrial towns*, Newhaven has struggled to adapt to changing economic demands, but is still an important gateway to Europe and has a key strategic location, close to Brighton, the County town of Lewes, the resort of Eastbourne and 50 miles from Central London.

* Population of Newhaven is just over 12,000 (National Statistics 2019).



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Weekly fruit & vegetable market, High Street.



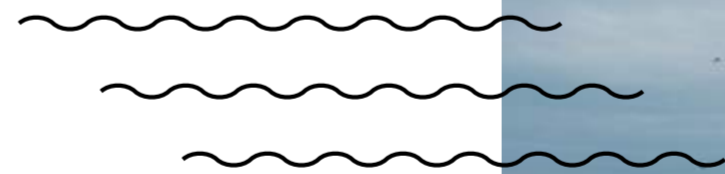
Aggregates plant, North Quay.



Newhaven Dieppe Ferry.



Harbour Arm.



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ABOUT THE HIGH STREET



Left: Chapel Street.

Newhaven Town Centre covers an area of approximately six hectares, with the main High Street running uphill from east to west.

It has residential areas to its eastern and northern edges, with a leisure centre, a small 1980s precinct (Newhaven Square) and an unwelcoming multi-storey car park (Dacre Road) to its southern aspect.

The High Street traditionally provided the retail, community and social focus for the town and served the wider catchment, employment areas and visitors using the cross-channel ferry service. It is encircled by the A259 ring road (built in the 1970s), which limits access and creates traffic congestion culminating in poor air quality. The resulting environment is uninspiring, uninviting, difficult to navigate and disconnected from the rest of the town.

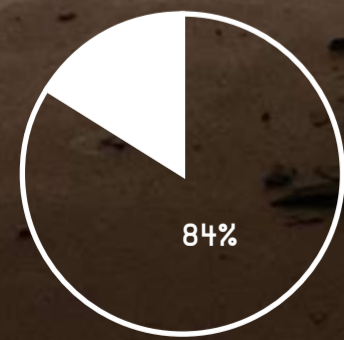
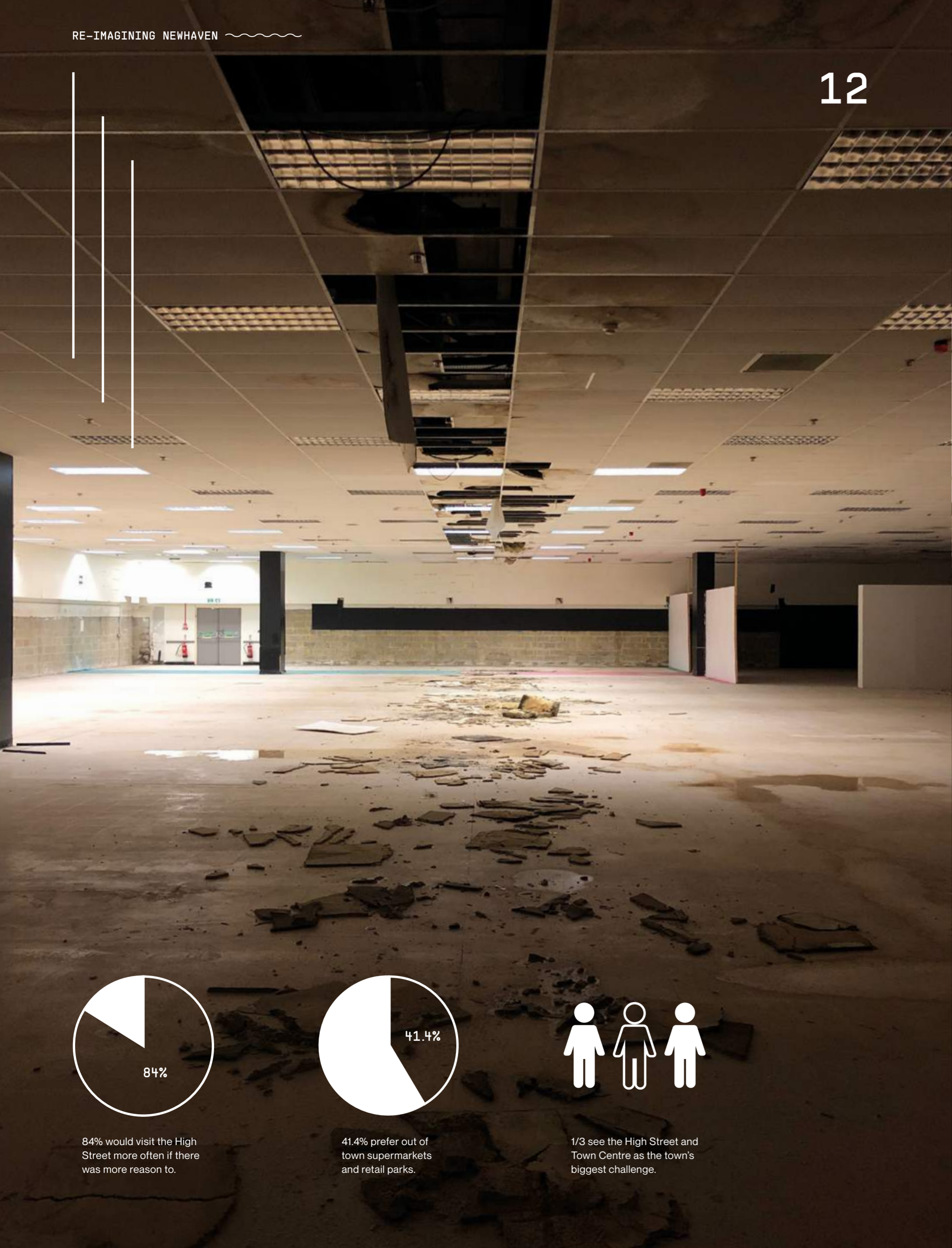


Left: Newhaven Square.

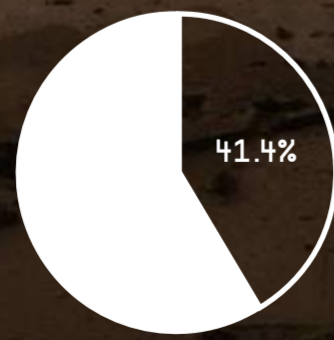


Right: Newhaven High Street.
Images by Clanger's England.

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84% would visit the High Street more often if there was more reason to.



41.4% prefer out of town supermarkets and retail parks.



1/3 see the High Street and Town Centre as the town's biggest challenge.

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THE

DECLINE



Top: Dacre Road multi-storey car park. Image by Clanger's England.

Right: North Way ring road.

Left: Former Co-op supermarket unit on Newhaven Square. Image by TurnerWorks.

The closure of the Bevan Funnell factory and the Parker Pen factory combined with wider economic change, has led to hundreds of job losses and gradual economic decline. These wider economic challenges and changes in consumer shopping and leisure expectations have reduced the Town Centre to a shell of its former self.

There are now high levels of vacant units, with an increasingly limited retail offer. The town continues to suffer from poor commercial premises occupied by low value uses that have served to accelerate the decline in property assets, as well as a lack of diversity among activities taking place.

The concrete collar of the ring road has contributed to the poor perception of Newhaven. Ferry users in particular perceive Newhaven to be 'unattractive', consequently overall visits and spend by ferry travellers in the Town Centre is low.

19%

Empty property rate — the rate has doubled in a decade, almost double the national average of 10%.

8%

Less than 8% choose to do most of their shopping in the Town Centre.

7%

Just 7% choose the High Street for social and leisure activities.



There is little reason to visit the Town Centre when out of town options are more attractive.

We need to re-imagine, repurpose and improve the urban environment for residents as well as visitors. Walkways and routes need to reconnect the Town Centre and High Street, especially the retail areas on the east and west sides of the river.



HARNESSING THE ENERGY OF INDUSTRY

Newhaven has a wide range of businesses from aggregates to high tech manufacturers with major players such as the makers of the world's blackest black, Vantablack, and Boutique Modern pioneers in modular social housing.

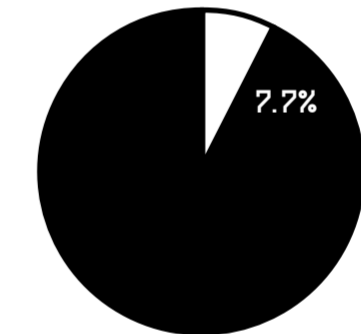
An expanded range of services will attract and maintain a sustainable footfall from local companies, who employ over 5,450 people. This will help breathe economic and community life back into our High Street and create a better and more pleasant place to shop and socialise.

The Newhaven Enterprise Zone was created to build on this energy and is generating growth by making use of the natural assets and providing the right space and support for businesses looking to expand or relocate. The Town Centre is part of the Enterprise Zone, but at the moment businesses don't use the Town Centre and have little reason to visit the High Street.

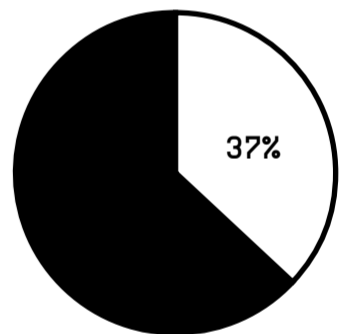
Re-imagining Newhaven envisages an integrated and strengthened Town Centre that brings new and diversified uses to serve business communities.

5,450

The number of people that Newhaven businesses employ locally (Newhaven Economic Plan, June 2019).



The Town Centre suffers from low footfall, with only 7.7% of people visiting on weekend evenings.



Manufacturing, construction and retail make up 37% of all businesses, 10% higher than surrounding areas.

Left: Boutique Modern.

Right: The Rampion Windfarm (Adobe Stock).

The blackest black, Vantablack. Image by Surrey Nanosystems.



VALUING CREATIVE FREEDOM

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Though at first glance Newhaven may look unloved and rough around the edges, it has become fertile ground for artists and innovators to work quietly below the radar.

It's a place where free-thinking, inventiveness and artistry is sprouting up through the cracks in the marginal, in this case the warehouses of Newhaven.

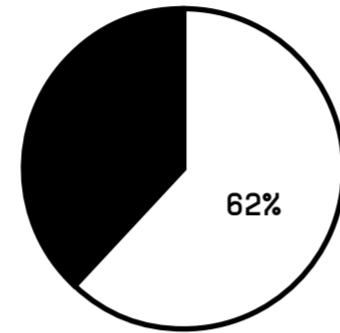
The annual Newhaven Festival and Artists' Open Call is a sign of a thriving artistic community. There's an energy, dynamism and passion within Newhaven that comes to the fore at Makers' Meetings that needs to be harnessed to bring new activity and life back to the High Street.

There is a demand for affordable studio space locally and we've got spaces that are interesting, textural, large, intimate and empty.



Newhaven has an opportunity to develop fantastic spaces for creatives.

Just nine miles along the coast, Brighton, with its vibrant creative scene, is bursting at the seams. For those looking for the new and exciting place to start an enterprise, Newhaven offers a real affordable alternative.

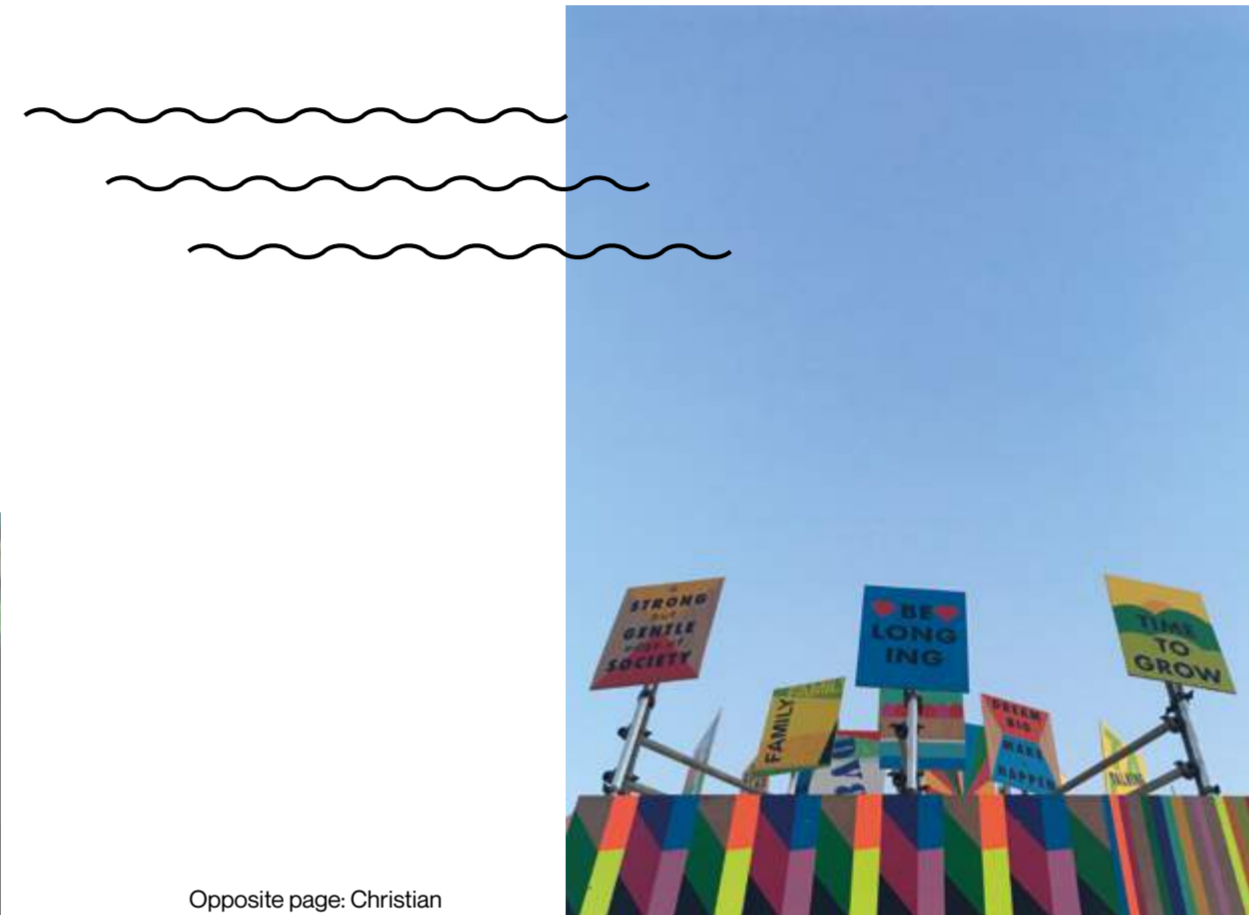


62% of creative businesses are looking to expand.



Ali, Hello Dodo — Festival of Belonging, Newhaven.

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Opposite page: Christian Funnell, Sculptor & Public Artist. Portrait by Alun Callender.

Top right: Morag Myerscough's Belonging Bandstand, Newhaven Festival 2018. Image by Charlotte Parsons, Artwave Festival.

Below: Harwood King Printmakers. Still from *Won't Be Druv*, a film by Michael Smith & Maxy Bianco.



The interventions in our vision present a clear and compelling case to utilise empty spaces to meet the needs of the creative industries, while directly impacting the lives of our residents, which will ensure our town prospers for years to come.



£1.5bn

Greater Brighton's creative industries are worth more than £1.5 billion.

16,000

The number of people working for creative businesses in Greater Brighton.

6,100

Creative companies in Greater Brighton — up nearly 20% over five years.

MARINE IN THE MAKING



Left: Crewmate Darren 'Daz' Fox bringing the haul on-board the 'About Time NN8' fishing boat. Image by Geoffrey Lee.



Above left: Queen Elizabeth II is shown some of the fish by shop manager Kerry Bickerstaff as she visits Newhaven Fish Market, West Quay Fisheries in 2013. Image by Arthur Edwards / Getty Images.

Above right: Newhaven Marina. Image ©Alamy.



Left: Fisherman in front of the former UTC building.

From its 30-strong fishing fleet to cross channel ferry service, Newhaven has always been intrinsically linked to the water.

Maritime makes up Newhaven's very special DNA and attracts clusters of companies involved in green energy and marine engineering.

Newhaven's strong fishing tradition and bustling fish market have the potential to support local culinary tourism and cater for the ever-increasing popularity of fresh, locally sourced produce.

From sailing to diving, coastal walking and cycling all linked to the South Downs National Park, our location is perfect for building a strong marine influenced

leisure offer to attract more visitors to Newhaven. The offer of food and drink facilities in the Town Centre needs to complement what Dieppe has to offer.

Newhaven is a town brimming with opportunities. It is perfectly poised to build on the existing marine-based industries, supported by a rejuvenated High Street and Town Centre fuelled by new leisure opportunities and entrepreneurship by the sea.

The Community Healthy Living and Sustainability Hub co-funded by LDC will focus on local suppliers and will work closely with Newhaven's leisure and wellbeing sector to deliver a Community Supermarket and Community Kitchen.



Right: Young resident, Raffael Stenning, at the Newhaven Festival.

THE VISION

Town Centre Interventions

What if...

Newhaven Town Centre is re-imagined and repurposed, step by step, to become a thriving and vital southern gateway for the UK?

Re-imagining Newhaven presents a compelling series of interventions for the transformation of underutilised and disused spaces in the heart of Newhaven Town Centre, as well as essential improvements to wayfinding and access.

The Creative Hub is one of the central pillars of *Re-imagining Newhaven*. It will create new opportunities for local entrepreneurs in the Greater Brighton City Region's fast-growing creative sector.

A stepping stone economic model will help business start-ups to take hold, provide a place where enterprises can grow from just a desk to their own four walls. Where market traders can move into small food kiosks and food trucks move into restaurants on the High Street.

Realistic leisure activities will provide an alternative to neighbouring Brighton & Hove and Eastbourne, and cross Channel visitors from France will have choice to rival what Dieppe has to offer.

This focus on place-making is critical to ensuring the town's wider regeneration, to attract additional commercial investment and help build community wealth.

1,677

New homes planned in Newhaven.

£10-15

Low cost of rental space (per sq ft) compared to £30 in Brighton.

70,000²

Employment floor space required in next 25 years.

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1 The Creative Hub and Community Healthy Living & Sustainability Hub

Re-purposing a disused supermarket space, responding to a demand for creative industries by providing co-working spaces, small studios, meeting space, café and retail area.

Refurbishing the lower ground floor to create a Community Supermarket and Community Kitchen focusing on local suppliers and working closely with Newhaven's leisure and well-being sector.

2 Urban Living Room

Transforming the upper levels of the underutilised Dacre Road car park into a social and experiential meeting space. This will comprise a multi-functional covered space incorporating a range of daytime and evening uses to drive additional demand from a variety of audiences.

3 Wayfinding & Access

Connecting the Town Centre with key residential and business areas, increasing footfall and dwell time whilst reducing traffic and improving air quality by creating clear, legible and engaging wayfaring routes that bring a sense of care, pride and place ownership.





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Occupying seven of the previously 'empty levels' of the existing multi-storey car park the project delivers specialist facilities including creative studios, shared workshops, co-working, kiln rooms, 3D printing, among other uses and will be home to a diverse community of tenants, ranging from individual start-ups to organisations working in arts and culture.

Communal areas on levels 05/06 encourage visitors to mix with artists in a place of interaction and exchange, to build an identity and sense of place. Conceived as a 'kunsthaus' the project will act as a social space in the heart of Peckham with free event space, children's play area, music venue, gallery, bars, restaurants, cafe, yoga studios and even a hair salon.

Peckham Levels offers much needed creative workspace, designed to inspire and support a new community of artists, makers and entrepreneurs, as well as providing benefits to the wider community.

Photography by TurnerWorks.

Peckham Levels, designed by Turner Works for Make Shift

Turner Works was asked to design Peckham Levels for Make Shift, a social enterprise that focuses on giving people the space, the tools and the network needed to create thriving enterprises within local neighbourhoods. The project was designed to support and inspire a new community of artists, makers and entrepreneurs. This project illustrates how simple existing spaces can be transformed into rough and ready workspaces, suitable for a variety of uses.

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THE CREATIVE HUB

- 1 Existing pedestrian entrance retained.
- 2 New partition walls to create maker units.
- 3 New openings to create connections to street and surroundings.
- 4 Simple large-scale signage.



Ground floor:
Creative Hub

Lower Ground Floor:
Community Healthy Living & Sustainability Hub.

Total area: 1,425m²

This indicative proposal for the former Co-op supermarket unit on Newhaven Square transforms the shopfloor to create loose-fit space for Newhaven's enterprising local business community. By subdividing the ground floor open-plan shopfloor into large studio units and generous communal and breakout

spaces, this vacant unit can become a lively, multi-use building for creative workspace and maker space. At lower ground floor the interior can be refurbished to house a health and wellbeing hub enabling community health services, events, focus groups and enterprise.

URBAN LIVING ROOM

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Dacre Road multi-storey, levels 4 & 5.

Total area: 1,890m²

Our approach to the Dacre Road multi-storey re-imagines it as a multi-functional civic space which is part market hall, part event space and part greenhouse.

By covering the roof of the car park with a polytunnel structure, the deck is transformed into a series of rooms; some covered, some open. These spaces are loosely defined and flexible enough to accommodate a range of events.

A series of totems enclose the stair and lift cores, establishing and securing the entrances whilst doubling as signage to announce the project to the town.

The building presents multiple opportunities for public art and installations. This programme could be developed with local stakeholder groups to provide a rolling residency to showcase Newhaven's artists.

- 1 Stair cores secured and refurbished. Corner totems enclose cores.
- 2 Open-air terraces.
- 3 Polytunnel enclosure across roof.
- 4 Passenger lift reinstated to provide direct access from street to roof.
- 5 Active gable end onto Newhaven Square.

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Consisting of new workshops, cafés, bars, events and exhibition spaces as well as an open public space to meet and exchange, Pop Brixton has been designed to act as a new creative microcosm in its bustling surroundings.

The project has created around 250 jobs within 50 different spaces across the site. It has already received widespread acclaim within the architecture community and beyond, and has been shortlisted for an NLA temporary space award 2015.

Photography by Turner.Works.

Pop Brixton, designed by Turner Works in partnership with Make Shift

Turner Works worked in partnership with Make Shift, a social enterprise that focuses on giving people the space, the tools and the network needed to create thriving enterprises, to design Pop Brixton as a 'mini city' of culture, enterprise and community. Created on what was previously a brownfield site of around 2,000m², Pop Brixton has transformed this once derelict space into a hive of activity, bringing much needed affordable work and leisure space to the area.

WAYFINDING & ACCESS

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Connecting the Town Centre and the High Street with key residential and business areas, increasing footfall and dwell time whilst reducing traffic and improving air quality by creating clear, legible and engaging routes that bring a sense of care, pride and place ownership.

These improvements will create a distinct and positive identity for the town. This sense of connectivity between places and communities and the uplifting cultural experience will be surprising, educational and inspirational.

New wayfinding systems will provide improvements to key access points to the High Street including from the rail station and river walks. The following sets out a series of potential improvements:

Seating
Install new seating on and around the High Street.

Signage
Paint large-scale 'supergraphics' signage onto walls and pavements to provide high impact wayfinding with limited means.

Totems
Install informative totems around the town which aid with directions and provide useful markers.

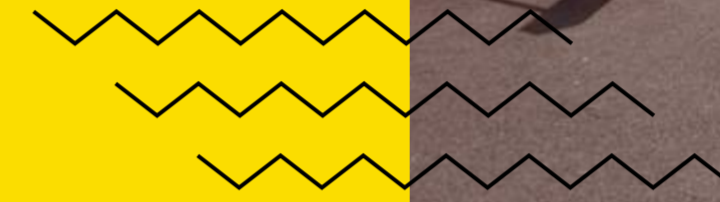
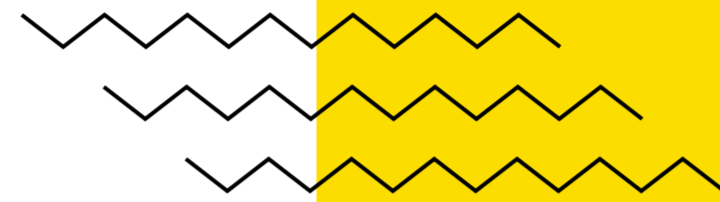
Murals
Liven up blank walls by commissioning local artists and designers to produce large works around the town.



Integrating information, maps, wayfinding into the structures would give the sculptures possibilities for a multi-purpose approach.

Art Crossings
Apply painted graphics and artwork directly onto the tarmac to create impactful crossings and pedestrian zones.

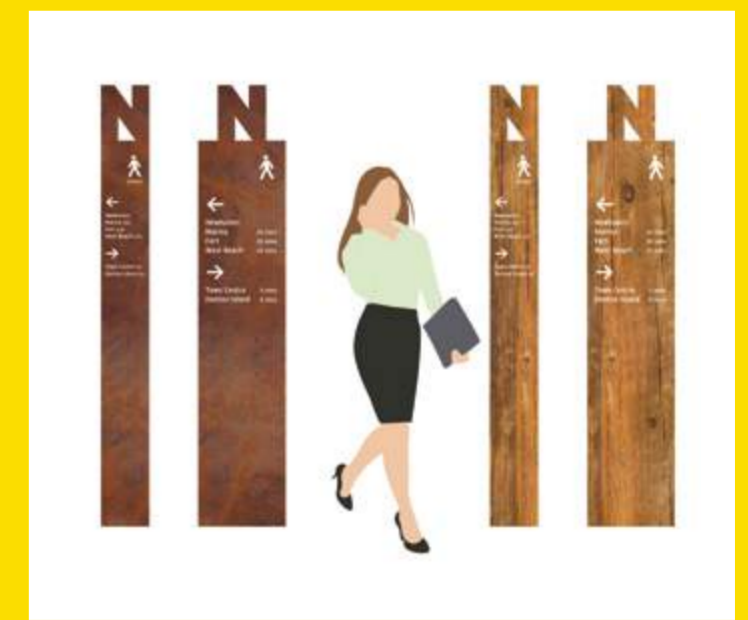
Tidy
Remove extraneous street furniture and repaint the existing streetlights. Paint them in a range of colours.



Indicative designs to propose wayfinding and narrative wayfinding in the public realm that speaks of place-specific stories through art, words and information — both of heritage and the contemporary — engaging with local designer-makers, fabricators, artists and communities to bring a sense of place ownership.

Traffic Measures
Enforce the parking restrictions on the High Street to create a calmer, more pedestrian-friendly experience.

Concrete Planters
Install concrete rings (usually used for drains and manholes) as planters to soften the High Street with greenery.



STAKEHOLDER ENGAGEMENT

Thorough engagement has taken place throughout the development of the business case for Newhaven's bid for the Future High Street Fund. The outcomes of these consultations are embedded within this document. Workshops and meetings were held with a wide range of stakeholders to:

- Inform the Newhaven Micro Plan and vision — engagement led by Turner Works
- Creation of the Newhaven Story — engagement led by Thinking Place
- Town Centre user survey — carried out by Lewes District Council
- Presentations to Newhaven Town Council, Newhaven Enterprise Zone Strategic Board, Newhaven Town Deal Board, Team East Sussex and Greater Brighton Economic Board
- Meetings with Lewes District Council members.

Residents, businesses, key local public sector partners, regional strategic partnerships and political representatives, have, and will be fully engaged and informed throughout the *Re-imagining Newhaven* programme.

The Future High Streets Fund submission for the *Re-imagining Newhaven* programme included a range of letters of support from key stakeholders:

- Arts Council England
- Baroness Whitaker
- Biosphere Delivery Board (Brighton & Lewes Downs)
- Coast to Capital Local Enterprise Partnership
- East Sussex College Group
- East Sussex County Council
- Federation of Small Businesses
- Fine Marketing Digital Agency
- Greater Brighton Economic Board
- Locate East Sussex
- Maria Caulfield MP
- Newhaven Chamber of Commerce
- Newhaven Enterprise Centre
- Newhaven Port & Properties
- Newhaven Town Council
- Portside Vets
- South East Local Enterprise Partnership
- Team East Sussex
- The Alliance of Chambers in East Sussex.

WHAT HAPPENS NEXT?

Lewes District Council is expecting a funding announcement from Government before the end of 2020.

If Newhaven's bid is successful, the *Re-imagining Newhaven* programme target dates are:

- Community Healthy Living & Sustainability Hub – opens June 2022
- Creative Hub – opens July 2022
- Urban Living Room – opens September 2022
- Wayfinding & Access package – completed September 2022.



Re-imagining Newhaven Town Centre workshop (run by Turner Works).



Credits ~~~~

Re—imagining Newhaven document designed by Steven Larkin (house-of-sl.co.uk), written and produced by Beth King of Locate East Sussex in collaboration with the Regeneration Team at Lewes District Council and Newhaven Enterprise Zone.

All photography featured, unless otherwise stated, by Benedict Stenning (benedictstenning.com).

Plans featured in 'The Vision' by Turner.Works (turner.works).
Original map of Newhaven Town Centre and Wayfinding & Access concepts by Richard Wolfströme (wolfstrom.com).

Cover Image by Bernard Hermant, with wayfinding graphics by Richard Wolfströme.

Aerial image of Newhaven by John Fielding. Wild, Rugged, Raw & Real image from Adobe Stock.