

# Business Plan notes for Destination Haywards Heath

## Destination Haywards Heath priorities HHTC/MSDC

### Phase 1

- Country park, Allotments, Cemetery
- Retail Centre Improvements
- Parking strategy - Time Focussed Objectives
- South Road Scheme (review Atkins Report objectives)
- 1TB Fibre
- Business Improvement District –(if adopted by businesses)

### Phase 2

- Re-engineering of key roundabouts to provide better access to relief road, whilst deterring journeys through Haywards Heath
- Town Centre - Sub-standard properties require improvement
- Improve Leisure/Arts facilities in Haywards Heath
- One-Way Gyratory – Reduce Pollution, Congestion/Crossing Traffic Flows + Cycle Tracks- (Address Non-Rush Hour speeding dangers)
- Consider HH Plaza concept project (Haywards Road to Sussex Roundabout)

## **Foreword**

This document is the culmination of five years of work from the production of the 'Art of the Possible' (2016) strategy, to this document 'Destination Haywards Heath, which looks at the priorities for Haywards Heath Town Council over the next ten years. These priorities will be delivered in partnership with principal authorities and will ultimately make Haywards Heath even more economically viable for future generations, which will make our community more vibrant and the Town an even more sustainable place to live, work and play. In addition to the Town Council's pledge to work with its principal authorities it will also welcome input from volunteer clubs and organisations, the business community and, of course, the valuable and much needed input of our ever-expanding community.

**Cllr Alastair McPherson (Town Mayor)**

## **Haywards Heath Vision**

Haywards Heath is a fast-growing former market town in the heart of Mid-Sussex. We must offer our residents a safe, sustainable, healthy and sociable place to live, work and play. With outstanding transport links to London and Brighton, the town offers a positive, progressive lifestyle, good education facilities, a flourishing business sector and a vibrant social environment. Our residents not only work successfully within the town but should also be able to enjoy their entertainment and leisure locally too.

## **Town Centre Vision**

We live in changing times, with rapid technology innovation, growing environmental pressures and awareness. Developing social and economic change requires and demands that our ideas grow and evolve too. Working collaboratively with principal authorities, and community/voluntary partners, we must deliver the modern, vibrant town that our community deserves.

The Grimley and Timpson Reports, together with the Portis Review provide fresh analysis, evolving strategy to deliver increased footfall in our Town Centre. We aim to change the outdated portfolio of retail shops and recreation provision in the town centre into a community hub destination, transforming Haywards Heath into a destination that residents aspire to visit, and enjoy for decades to come.

## **The Business offer and the Town Centre**

We actively support a vibrant business sector in the town, encouraging establishment of new businesses to improve local employment opportunities.

## **Business/commercial strategy**

1. Provide 1TB Broadband and outstanding communications infrastructure.
2. Understand our local growers and suppliers - bringing them into retail areas to add to a 'home grown' mix. (E.G.: John Lewis/Waitrose do this)
3. Promote Financial Sector and Corporate sites to develop the Hayward Heath business hub in Perrymount Road.
4. Encourage and support pop-up enterprise and boutique/independent shops into South Road and leisure/retail areas, such as the Broadway.
5. Encourage Retail interface space: Physical collection point to collect/return multiple choice (Amazon?) online purchases. E.g. Shoes 7, 7.5, 8 + Changing room/try-on area to support increased footfall.
6. Support innovation/development of shared spaces for small/incubator initiatives to encourage business growth & cross-fertilization in our business parks.
7. PAYGo Gym facilities.
8. Support Town Centre development potentially through delivery of B.I.D.  
- Business Improvement District.

## **Leisure/Recreational provision**

Our town centre needs a wide spectrum of sustainable leisure activities for residents/visitors, harnessing existing facilities and using our open spaces and green lungs.

1. Deliver Country Park.
2. Support enhancement of Art & Cultural facilities in the town centre, close to sustainable transport links and parking.
3. Encourage Tourism, leveraging wine and garden routes.
4. Encourage development of a small iMax/Art House Cinema/Restaurant venue (modelled on the Uckfield Picture House) and virtual museum in Haywards Heath, Laser Quest/Climbing/Trampoline Parks.
5. Empower local artists to work and support pop-up galleries, restaurants and public space exhibitions.
6. Leverage our venue and diverse community within Haywards Heath, encouraging live music and creative groups to enhance the Town pulse.
7. Support and facilitate via the HHNP the arrival of the Bluebell Railway into HH.

## **The 'Green' Environment**

HHTC will consider climate change issue through acknowledgement of the climate change agenda and a policy will support this document produced by the Town Council as an appendix to this report.

Our Neighbourhood Plan is underpinned by a positive commitment to protect the environment with a strong green environmental thread running through our work to deliver a better future town, supported by green infrastructure, green corridors, parks, woodland and Country park. We need radical change and leadership to move commuter cars away from the Town Centre, enhancing the environment, reducing pollution and congestion. A more attractive, Town Centre supported by sustainable transport offers a more appealing destination.

The inclusion of designated Cycle Highways into our town and the gyratory system is a key ingredient to delivery further sustainable Health and Well Being benefits for the community.

The combined Neighbourhood and District Plans provide Relevant Planning Policy to defend the green boundary buffers around our town, with future updates to reinforce protection.

## Vision Delivery

### Enabling the Master plan and key deliverable by HHTC and Partners

#### Strategic Context and Deliverables

##### **MSDC Economic Strategy HH Town Centre Masterplan**

Strategy to develop a Town Centre Masterplan for Haywards Heath which HHTC has partnered since inception and will produce a Supplementary Planning Document.

##### **Car Parking Strategy**

Car Parking Strategy Review for Haywards Heath developed by MSDC as part of its Economic Strategy over the coming year, partnered by HHTC as primary stakeholder. This must be objective driven by location.

**Car Parking Strategy must be clear and delivered geographically driven and defined by user categories (commercial, retail, leisure, H&WB) to support and deliver wider planned objectives, with minimal environmental impact.**

##### **Purpose**

- On street parking provision should be configured to provide easy, focussed spaces for high-turnover, short stay visits to support and sustain nearby businesses, leisure, health & well-being, commercial activities.
- **Pavement Parking ban**  
Protect pavements for people. Reduce ongoing taxpayer costs for maintenance, to support enforcement and allow ability to permit pavement parking in specific areas, E.G. to strategically support/protect employment/residential. Aesthetic street scene improvements combined with Safety/Cost improvements.

##### **Short Term 1 Hour No return same day**

To promote high turnover opportunity for residents/commuters/workers and visitors, supporting local businesses. The Same day return after 0.5/1/2/4 hours undermines strategy and enforcement objectives and does not provide a benefit to the wider public.

##### **Short Term 2 Hour**

- Limited number to allow strategic placement near retail business for customer use – For example Leisure/Commercial - The Broadway with No same day return.
- **Longer Periods >4 Hours**
- Exceptional – to support temporary disabled bays, place of work employment/residence. No intention to provide free commuter parking.

- **Disabled/Blue Badge Parking**
- Extend provision to evenings to support 24/7 safe location access for disabled patrons. Time limits during day?
- **Commuter/Retail/Commercial Parking**  
Several car parks cater for these segments; however, capacity is stretched, and often fully occupied. E.g...:- Station Car Park requires immediate extension by 500 Places -Raft over entrance road and/or extend over Waitrose Car Park.

Objective to define space for use -Set timings to support that objective and allow enforcement support to develop and encourage habitual use and to provide sustained delivery for the town. We should never use a “return within” period unless there is a clear and widespread benefit as this undermines enforcement officer efficiency and wider policy objectives.

### **New Homes and Jobs**

Building over 5000 new houses to the south and another 2000 homes in Haywards Heath and the Science Park will create 2,500 new jobs plus Gatwick expansion will provide another 12,000. This will further increase pressure upon our existing roads and transport infrastructure. We need an intelligent one gyratory system to manage these challenges.

- **One-Way Gyrotory System**  
This study focussed upon changing the use and direction of a few small, but strategically important roads within the town centre area. Objective, to make Haywards Heath a better, healthier, more attractive place to live in and to visit. Solution=: **to deliver Destination Haywards Heath.**

**Internal Road Network Strategy:** To Leverage the layout of existing roads, improving efficiency, actively deterring drivers using the town as a commuter corridor through route, supporting the WSCC “To-Not-Through” policy via delivery of the “**Destination Haywards Heath**” strategy.

- Initially the team worked to deliver a small part of the Atkins project nicknamed “**The Boulevardization of South Road**” to provide a safer pedestrian environment via a shared space scheme, with reduced traffic flows, greening via extensive planter-based trees and traffic calming measures. We now have a much better. Informed understanding of why the town doesn’t work efficiently and why we have so much traffic. This has a cumulative negative impact upon the town.
- A destination analysis of what traffic uses our local roads was constructed. This quickly highlighted the “Northern” issue very clearly. It also underlined the habitual nature of road use, rather than a clear

requirement for use. The need to use our roads more intelligently inevitably led to consideration of a simple one-way system:

- A simple one-way Gyratory system will route traffic through and around the town more efficiently, allowing smoother traffic flow to key destinations, resulting in less gridlock and the toxic pollution it inflicts.

Efficiency could potentially be further improved by adopting a 20-mph zone (not limit) –

**NB:** -Zones are cheaper and do not require enforcement and critically reduce speeds more effectively than limits. This would also passively deter thru-traffic.

### Draft Gyratory Scheme

The Gyratory Scheme – How it works	
Paddockhall Road	Northbound only to Bannister Way
Bannister Way to Commercial Square (reverse station entrance/ exits)	Eastbound only to Commercial Sq.
Boltro Road	Two-Way North-South (no change)
Oakland Rd (Boltro Road->Paddockhall Road) Past Library	One-Way to prevent rat-run
Queens Road to Oathall roundabout -Eastbound	A) No Right Turn from Bridge Road to reduce to reduce crossing traffic (considered as stage 1) <i>and One-Way TBC only as stage 2 provision with Cycle Track</i>
Oathall Rd Roundabout to Commercial Square - Westbound only via Sydney Road.	<i>to reduce crossing traffic (stage 2 as above).</i>
Perrymount Road Northern End	Two-Way Commercial Square to Clair Road
Perrymount Road South of Clair Rd	Southbound only from Clair Road- Allows Station traffic to exit both ways.
Heath Road	Two-Way Broadway/ PMRd to Newtons Surgery/ Car Park
Heath Road -East	Car Park/ Newtons to Oathall Rd One-way only East
Church Road	One-Way only Westbound
South Road	One-Way only Eastbound
Muster Green South	One Way only Westbound
Paddockhall Rd/ Muster Green to Sussex Road Roundabout via South Rd	Enhanced Cycle path, and emergency services lane. Reducing Pollution & Congestion, improving ES access.

- The road system configured above evacuates traffic more efficiently and quickly from the town, due to driver education and the elimination of competing cross-traffic flows.
- The Broadway is currently a major congestion and pollution area – which requires cycle parking racks, re-engineering of parking spaces/times, supported by enforcement.
- Consider Sydney Rd parking removal or one-way connection and/or No Right turn from Bridge Road into Queens Road and/or either a Left or Right turn only from Queens Rd into Mill Green Road.
- South Road has seen an upsurge in through traffic within the Town Centre, creating an uninviting 'High Street' within Haywards Heath –

noise, polluted, congested and as far from a destination that people want to frequent as is possible. This needs to change. The Town Council have completed the first stage of a greening project for South Road. The aspiration is to increase footfall, developing increased social and economic vibrancy within the town centre. The improved environment of South Road supports a better **Destination** for Haywards Heath residents and visitors.

- Delivery of new A roads leaving not only Burgess Hill towards the A23 but connecting the two towns and Haywards Heath to the north and other regional routes.
- The South Road scheme should be considered in isolation as it links public realm upgrades to the Town Centre and Orchards car park, supporting a retail plan to boost the local economy as part of the destination Haywards Heath strategy and draft Haywards Heath Master Plan.
- **Review Atkins Report**
- The Atkins report should be re-evaluated by HHTC to consider compliance with any agreed DHH objectives.
- **Traffic Data**

Subject to data harvesting/research to provide traffic metrics required, together with environmental impact assessment with supporting data.

### **Business Improvement District**

BID for Haywards Heath. This would involve the raising of business rates to produce revenue to invest into projects to enhance/promote the Town Centre. The introduction of a BID and a rise in business rates would go to a referendum of the businesses within the designated area. At the present time MSDC consultants are scoping work for a BID and gauging support. MSDC and HHTC agreed the specification used to tender for the consultants and will join the regulatory body to administer any successful formed BID. District Council are leading this consultation/study.

### **Country Park Cemetery and Allotments**

Policy H5 of the HHNP HHTC outlines the transfer/purchase of land off Hurstwood Lane for use as a Country Park, together with land for a Cemetery and Allotments, plus protection of Asylum (Ancient) Wood.

**The Town Council's objective is to architect "Destination Haywards Heath" through an updated Land Use Document – the Neighbourhood Plan/HHNP, combined with a Sustainable Transport and Parking Strategy produced by MSDC. This collaboration supports a better, sustainable future for the town, and the BID/Business Investment District promotes delivery of these strategic project**



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### Draft Map Gyratory System

