

Hurstpierpoint & Hassocks West Sussex

Lead Organisation

Hurst & Hassocks Partnership

Project Aims

To work together to promote awareness of retail and business opportunities in the two villages, thus increasing local and area use of local facilities.

Project Objectives

- To produce a 'Shopper's Guide' for both villages
- To distribute the Guide effectively to catchment area population
- To increase availability and quality of information available on local facilities and businesses through improved signage and notice boards
- To strengthen a sense of community through joint advertising i.e. traders and societies
- To promote local purchasing policy with groups and organisations
- To produce Village Guides, Community Directories, Newsletters and other publications in well established formats.

Achievements

- A successful partnership was formed.
- A new 'Shoppers' Map' was produced including the 'Shoppers' Guide'. This includes historical/tourist/local environs information.
- The Map was distributed throughout Hurstpierpoint and Hassocks, via an arrangement with the Post Office, to nearly 8,000 addresses
- The Map was also reproduced in the format of heavy and light duty display boards which have been erected in public places in both villages eg at the railway station, estate agents offices, camp site and farm area.
- Approaches to the railway have been successful in designating the signs to include "Alight here for Ditchling and Hurstpierpoint"
- Ways to continue the partnership are being investigated.



Those involved

Hassocks Parish Council
Hassocks Regeneration Group
Hassocks Trader's Association
Hurstpierpoint Parish Council
Hurstpierpoint 2000+
Hurstpierpoint Trader's Association
local Businesses
Mid Sussex District Council
Sussex Rural Community Council.

Funding

SRB Grant
Local Authority grant
advertising from businesses and volunteer time.

Innovation

Until now the two neighbouring villages had competed with each other to a certain degree but found that similar issues and problems were common to both. The new partnership arrangements worked well since they both needed to tackle these issues. Combined activities were agreed fairly quickly since both towns had much to gain from a team approach.

Lessons learned

- The project found an exchange visit to Odiham, a similar sized town in Hampshire, very useful.
- The grant claim/audit process took longer than expected and therefore required more funding.

Main Contact

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