

Crowborough East Sussex

Lead Organisation

East Sussex County Council

Aim of the Project

To improve the pedestrian environment in The Broadway/High Street area in order to improve accessibility to shops and services using high quality materials.

Project Objectives

- To improve social inclusion.
- To strengthen the economic vitality of the town.
- To develop a community focus for the town.
- To strengthen it's unique identity as a tourist destination.
- To contribute to community priorities such as the Crowborough Town Centre Design Guide, conservation area and Local Area Transport Strategy.
- To create a sense of community ownership of the scheme.

Project Outputs

- To increase the number of pedestrian trips along the Broadway/High Street.
- To increase the number of cycling trips along the Broadway/High Street.
- To increase bus use.
- To increase retail activity/performance.
- To reduce traffic flow volume.
- To reduce average vehicular speeds.
- To increase the level of outdoor community activity at the piazza.
- To reduce the number of reported road traffic accidents.

NB All these outputs are measurable and will be monitored over time.

Achievements

- Following a good deal of consultation a broad consensus was reached. This informed a design which creates a circular piazza (bound by steps but with a flat access point for the disabled and elderly) which provides a community focal point for a variety of activities such as Christmas festivities, live music etc..
- High quality materials have been used for the piazza and the adjoining pedestrian environment. The area is now designated as a conservation area which has greatly influenced the design and materials used such as the incorporation of conservation kerbs.
- Consultation and local input has also provided a framework for further project activity in the rest of the town centre which will be funded through the Local Transport Plan

Those involved

East Sussex County Council acting as highway authority and accountable body for funding
Crowborough Partnership
Crowborough Town Council
Crowborough Business Association
Wealden District Council
local businesses.

Funding

SRB grant
Crowborough Town Council
East Sussex County Council – through the Local Transport Plan allocation

Innovation

The creation of a community focal point or piazza using high quality materials to enhance the existing function of the area. Despite the gradient a flat area with disabled access was achieved.

Crowborough *continued*

Lessons Learned

- To arrive at a consensus requires management expertise in handling stakeholder expectations. It also takes time and may involve several revisions of the plan.
- The availability of specialist materials and suitable contractors can also delay completion
- The needs of traders and their customers must be taken into account during implementation of works on the ground.
- The need to carry out the work and claim SRB funding within a very limited time period suggests that in future it may be appropriate to consult upon and design the scheme before the bid is submitted or lobby for a longer time frame in which to carry out the works.
- Difficulties may exist when funding packages are put together since multi-agency partners require different conditions and timescales and these may conflict.

Main Contact

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