

**Tourism in Hastings: The Good, Bad & Suggested Improvements.**

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## Why study Tourism in Hastings?

It is known locally that there are different opinions surrounding the state of Tourism in the town and how effectively attractions within the town are being used (Styx: 2017). This has arisen because of changing demographics in the town are bringing newer opinions (Styx: 2017, Preens: 2011), recent large investments gained have been spent on controversial projects (Stone: 2016) and finally the council is increasingly spending larger sums of tax payers money on trying to improve Tourism in the town (Hobden: 2017). For Example, the Council announced this week (as of 21<sup>st</sup> March 2017) that they are going to spend upward of 30K on a management position to try and improve attractions like Hastings Castle (Forward: 2017). One example over a hotly contested debate over tourism development in Hastings involves Hastings Pier.

**Hastings Pier Investment and bid awards:** After Hastings Pier had suffered years of neglect and suffered extensive fire damage £14 million pounds was raised to rebuild the structure, create a visitors centre and a large structure in the middle of the pier. This was a combination of the “Heritage Lottery Fund (HLF) and significant amounts from the Coastal Communities Fund, the Community Assets Fund, Hastings Borough Council and the East Sussex Invest fund from East Sussex County Council” (Hobden: 2017). There are two claims that have been made with the outcome of this investment, one which states the increased investment has created greater Tourism, with another side arguing the Pier is not using its regeneration in a way that is going to meaningfully create long term economic regeneration. Taking a brief look at both sides, one side says the investment has been a rewarding one, creating jobs, with greater tourism generated, whilst also regenerating the town through a Museum/ Gallery Centre (Hobden: 2017). The Pier Charity also outlined they have spent £600K on creating jobs in the Pier, through developing businesses and Kiosks on the Pier, generating more jobs and income for businesses. This also was reinforced by the claim that 12,000 visitors visit the site on a good weekend day (Hastings Pier Charity: 2017). On the other hand you have people who argue that the Pier is too empty and will not attract tourists or generate enough money to warrant the investment given (White: 2016). Furthermore, in a recent development the Kiosks have closed due to businesses not paying rent due to poor footfall on the pier (Dyer, Hobbis). The large disagreement amongst residents is well known and reported on, however is this just a debate between passionate Pier volunteers who resurrected a dead structure and locals with a nostalgic view of the Pier who expected more? Is any of this fact? There are methods that can be used to determine the impact of the investment, with suggestions on how the investment can be made for even better value for money. One way is to look at on-line reviews (Kaufer: 2017). Through using this method we can assess what exactly the state of Tourism in Hastings is, according to public opinion, what is good about it, what is bad about and what improvements can be deduced from these facts. The study can also then go onto recommend what types of investments will be best value for money in making these improvements, and finally state if current investments and council policy is achieving any of this, with it being best value for money. This aims to take the debate in a more factual based direction, that will help policy makers and investment holders make better decisions, leading to increased tourism and greater value for money, this in short is why we have currently chosen to study Tourism in Hastings.

## Methodology:

The methodology used to conduct this study has been through using public opinion and independent market research. These opinions have been gathered through using the website, trip advisor, which has over 50 attractions from Hastings, that are individually rated by hundreds of online reviewers. We pick 50 of the most rated attractions listed in Hastings on the website, Trip Advisor, and then record all the different ratings, from excellent to terrible, from 5 stars (the highest) to 1 (the lowest) rating. From this we add up all the reviews, then work out the percentage through dividing the amount of a rating, e.g. excellent ratings, to the overall amount of reviews. This produces a percentage score which gives an indication how many people will have a certain type of experience when visiting an attraction, which also indicates the chance an attraction will be received well or poorly. E.G. 75% say an excellent rating, indicates people will have a top experience most of the time, and that the attraction will be generally well received and be popular with a wide range of people. Also from this we can work out an overall star rating, by giving the average rank, which produces a number between one and five. The more excellent and good rankings the more 5 scores will be given and therefore the higher the ranking average will be, this is the opposite for attractions that have more terrible and poor rankings.

We then go onto do a textual analysis of a sample of the comments given to each attraction to understand exactly what factors makes better rated attractions highly rated and recommended, and what factors make for the less well rated and recommended attractions. We take the sample through randomly picking a couple of reviews from each webpage, which typically has 10 reviews per page. We also filter for excellent and good responses only for the better rated attractions and poor reviews for less rated attractions, in order to better understand exactly how people who had the average experience of an attraction came to this view point. We look at both good and poor reviews for the more average rated attractions to see what factors stop an averaged rated attraction becoming good, and what factors stops it from being dragged into a poor category attraction. From this we identify themes, producing summaries and conclusions on what is good and bad about Tourism in Hastings from these themes. Then from this we make suggestions on how good features can be protected and how poor features can be improved upon, to help develop and improve Tourism in Hastings for the future. When looking at each group we take a sample of 5, each group has been divided according to their ranking, the top ten being excellent, the bottom 10 being poor. Average is everything in between with the first half being graded the better average and the bottom half being graded poorer average. We take 3 from the first average group and 2 from the second average group as our sample of 5. When selecting out cases we aim to take a mixture of types of attractions (outdoors, indoors, heritage and entertainment based ones for example), whilst also aiming to take the most well known and controversial attractions. These attractions in particular will have had a lot of investment put in them and as a result will have the most interest and debate in them. Also we particularly focus on heritage sites that have been accused of being neglected or too modernised, which again focuses on the more controversial attraction. This includes Hastings Pier, The Source, Hastings Castle and the Jerwood Gallery for example. This selection aims to focus upon current debates over Tourism within the town, to best address controversy, to help move investment into a more factual based approach and finally to make to make more impactful suggestions over how improvements can be best made.

When we follow this method and produce an overall score for each attraction we get the following Table:

**To see conclusions and suggestions made from the textual analysis go straight to Page 26.**

Hastings League Table of Tourist Attractions – Sample of 50.

N	Attraction	Total Reviews	Excellent Rating	Good Rating	Average Rating	Poor	Terrible	Excellent rating %	Good Rating %	Average Rating %	Poor %	Terrible %	Overall Star Rating
1	Gift & specialty shops in Old Town	7	7	0	0	0	0	14.00%	0.00%	0.00%	0.00%	0.00%	5.00
2	St Helens Park Spring	3	3	0	0	0	0	100.00%	0.00%	0.00%	0.00%	0.00%	5.00
3	Fairlight Hall Estate	2	2	0	0	0	0	100.00%	0.00%	0.00%	0.00%	0.00%	5.00
4	The Source Park	50	47	1	0	1	1	36.00%	38.00%	17.00%	4.00%	5.00%	4.94
5	Di Polas	286	251	28	4	2	1	87.76%	9.79%	1.40%	0.70%	0.35%	4.88
6	Church-in-the-Wood	27	21	6	0	0	0	77.78%	22.22%	0.00%	0.00%	0.00%	4.78
7	Electric Palace	44	34	7	2	1	0	77.27%	15.91%	15.91%	2.27%	0.00%	4.77
8	St Helens Park	18	13	4	1	0	0	72.22%	22.22%	5.56%	0.00%	0.00%	4.72
9	Kino Theatre	32	23	7	1	1	0	71.88%	21.88%	3.13%	3.13%	0.00%	4.72
10	Alexandra Park	436	313	105	15	3	0	71.79%	24.08%	3.44%	0.69%	0.00%	4.72
11	Stables Theatre	27	19	8	0	0	0	70.37%	29.63%	0.00%	0.00%	0.00%	4.70
12	BattleZone Live	11	4	4	1	1	1	36.36%	36.36%	9.09%	9.09%	9.09%	4.70
13	Hastings Country Park	271	188	70	13	0	0	69.37%	25.83%	4.80%	0.00%	0.00%	4.69
14	Half Man, Half Burger	489	339	90	32	20	8	69.33%	18.40%	6.54%	4.09%	1.64%	4.69
15	Hastings History House	13	9	2	2	0	0	69.23%	15.38%	15.38%	0.00%	0.00%	4.69
16	The True Crime Museum	227	100	57	43	21	6	44.05%	25.11%	18.94%	9.25%	2.64%	4.68
17	The Sussex Exchange	282	188	48	16	13	17	66.67%	17.02%	5.67%	4.61%	6.03%	4.67
18	Old Roar Gill	39	26	9	3	0	1	66.67%	23.08%	7.69%	0.00%	2.56%	4.67
19	Adventure Golf Hastings	334	216	99	14	3	2	64.67%	29.64%	4.19%	0.90%	0.60%	4.65
20	Pett Level Beach	122	77	35	9	1	0	63.11%	28.69%	7.38%	0.82%	0.00%	4.63
21	Burton House St Leonards	32	20	8	4	0	0	62.50%	25.00%	12.50%	0.00%	0.00%	4.63
22	Bars and Clubs in Old Town	21	13	6	1	0	1	61.90%	28.57%	4.76%	0.00%	4.76%	4.62

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23	<b>White Rock Hotel &amp; Bar</b>	601	365	108	55	42	31	60.73%	17.97%	9.15%	6.99%	5.16%	<b>4.61</b>
24	<b>Hastings Museum</b>	114	69	33	7	5	0	60.53%	28.95%	6.14%	4.39%	0.00%	<b>4.61</b>
25	<b>Old Town Hastings</b>	1656	997	537	90	24	8	60.21%	32.43%	5.43%	1.45%	0.48%	<b>4.60</b>
26	<b>Hastings Fishermen's Museum</b>	681	389	239	51	2	0	57.12%	35.10%	7.49%	0.29%	0.00%	<b>4.57</b>
27	<b>Cliff Railways</b>	487	275	157	48	4	3	56.47%	32.24%	9.86%	0.82%	0.62%	<b>4.56</b>
28	<b>Coastguards Tea Rooms</b>	86	48	31	2	5	6	55.81%	36.05%	2.33%	5.81%	6.98%	<b>4.56</b>
29	<b>Shipwreck Museum</b>	305	168	112	21	3	1	55.08%	36.72%	6.89%	0.98%	0.33%	<b>4.55</b>
30	<b>St Mary's in the Castle</b>	39	21	8	5	2	3	53.85%	20.51%	12.82%	5.13%	7.69%	<b>4.54</b>
31	<b>Blue Dolphin Fish Bar</b>	376	179	112	36	23	26	47.61%	29.79%	9.57%	6.12%	6.91%	<b>4.48</b>
32	<b>Hastings Peir</b>	329	146	86	53	21	23	44.38%	26.14%	16.11%	6.38%	6.99%	<b>4.44</b>
33	<b>Smugglers Adventure</b>	508	161	224	88	28	7	31.69%	44.09%	17.32%	5.51%	1.38%	<b>4.44</b>
34	<b>Hastings Tourist Information Centre</b>	24	9	8	6	1	0	37.50%	33.33%	25.00%	4.17%	0.00%	<b>4.41</b>
35	<b>Hastings Miniature Railway</b>	145	48	59	28	5	5	33.10%	40.69%	19.31%	3.45%	3.45%	<b>4.39</b>
36	<b>White Rock Theatre</b>	100	36	38	17	4	5	36.00%	38.00%	17.00%	4.00%	5.00%	<b>4.38</b>
37	<b>The Amsterdam Shipwreck</b>	24	9	8	6	1	0	37.50%	33.33%	25.00%	4.17%	0.00%	<b>4.38</b>
38	<b>The Stade</b>	24	9	8	6	1	0	37.50%	33.33%	25.00%	4.17%	0.00%	<b>4.38</b>
39	<b>Observer Building</b>	11	4	4	1	1	1	36.36%	36.36%	9.09%	9.09%	9.09%	<b>4.36</b>
40	<b>Pelham Beach</b>	20	7	8	5	0	0	35.00%	40.00%	25.00%	0.00%	0.00%	<b>4.35</b>
41	<b>Jerwood Gallery</b>	251	80	94	43	22	12	24.32%	37.45%	17.13%	8.76%	4.78%	<b>4.34</b>
42	<b>Hastings Lifeboat Station Visitors Centre</b>	6	4	2	0	0	0	66.67%	33.33%	0.00%	0.00%	0.00%	<b>4.33</b>
43	<b>Hornbye Park Sports Complex</b>	8	3	2	3	0	0	37.50%	25.00%	37.50%	0.00%	0.00%	<b>4.25</b>
44	<b>Hastings Skatepark &amp; Games area</b>	1	0	1	0	0	0	0.00%	100.00%	0.00%	0.00%	0.00%	<b>4.00</b>
45	<b>Hastings Castle</b>	275	68	76	73	41	17	24.73%	27.64%	26.55%	14.91%	6.18%	<b>3.91</b>

46	<b>Blue Reef Aquarium Hastings</b>	411	73	135	111	58	34	17.76%	32.85%	27.01%	14.11%	8.27%	<b>3.88</b>
47	<b>Warrior Square Gardens</b>	15	4	6	3	1	1	26.67%	40.00%	20.00%	6.67%	6.67%	<b>3.78</b>
48	<b>Combe Haven Holiday Park - Haven</b>	1081	287	330	193	99	172	26.55%	30.53%	17.85%	9.16%	15.91%	<b>3.58</b>
49	<b>Clambers</b>	82	23	6	12	6	35	28.05%	7.32%	14.63%	7.32%	42.68%	<b>2.43</b>
50	<b>West Hill Café</b>	89	8	21	11	20	29	8.99%	23.60%	12.36%	22.47%	32.58%	<b>2.33</b>

## Textual Analysis

### Textual Analysis on the Top rated Attractions.

To see how the conclusions are drawn from the textual analysis go to the appendix where all the reviews taken for this study are kept.

#### Key themes of something which makes an attraction good.

- Something to offer everyone
- Unique
- Something quirky
- Comfortable
- Heritage, maintaining heritage, regenerating heritage, using lost heritage for a newer, popular and more modern function.
- Walking and outdoor space that has shelter and is well maintained.
- Friendly and welcoming feel.
- Diversity of attractions, appeals and peoples.
- Well maintained, clean, safe.
- Good place for walking and exploring (if outdoors).
- Well promoted, has directions how to get around, people know where it is, where it is near, where public transport is nearby.
- Good Food.
- Family Friendly.
- Artistic attractions that can appeal to a wide arrange of people.
- Something for an individual, that matches there likes, personality and interests.

**Key Words that were used.**

**Outdoors & Countryside**

- Peaceful
- Well maintained and clean.
- Good for walking, especially dog walking, being a dog friendly outdoors area is helpful.
- A sense of heritage and history
- Free to roam, a place for everyone to explore.
- A place where community events can be held and everyone can enjoy. Diversity.
- A place where other attractions are based within an open space that people can find, explore and enjoy.
- Family friendly, places for kids to play and parents to rest.
- Regeneration, place that has been regenerated to former glory to the benefit of the local community.
- Shelter and places to rest/sit.
- Activities like sport to be enjoyed.
- A beautiful and unique landscape, with protected wildlife encouraged to make their home there.
- Well invested local money.

**Heritage & Regeneration**

- Quaint
- Well maintained
- Sense of being old
- Delight of being able to find little known historical treasures at random/ chance walk, signs to direct people, especially tourists, to these places needed.
- Preserving the more local and unique history/ heritage sites.
- A form of escapism and escape from busy town/city life is preferred, busy heritage sites not always the best rated.
- A sense of fairy tale like surroundings, something you do not get in everyday city life.
- Good use of local history and local stories, that particularly play on emotions.
- Feeling the Heritage place is for you, welcoming, artistic, share similar interests the person has.

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- Heritage is backed up with well-maintained grounds and nice local scenery.

### **Entertainment**

- Something Quirky. Something New Something Fashionable, Something different to the usual experience.
- Regeneration, purpose built, historical
- Great Staff
- Variety of entertainment, variety of food choices, catering to a wider audience as possible. Also variety of accommodation e.g. seats and seabed access.
- Comfortable experience, wants to feel safe, somewhere good to site, good shelter if outdoors.
- Experience Heritage, absorb and enjoy surroundings, restoring heritage, using heritage that was abandoned.
- Has to be better than compared to the mainstream experience, compared to what big companies and chains can offer.
- Interesting and unique art to help enjoy surroundings.
- Culture without being pretentious, culture that is inclusive to a wider audience. Good quality too.

### **Something different**

- Has to be Unique and worth travelling for, something which other coastal towns with tourist attractions do not have
- Has to have the best and generally always great staff, engaging with all members of the public
- Family orientated and family friendly, giving parent a relaxing break.
- Has to have an interesting story and history behind the idea.
- If using a previously disused building or a previously disused heritage site people like a new modern thing taking over, especially people out of town.
- An engaging and learning experience, knowledge or new skill gained. Also a feel of adding something to the local area.
- Reasonable prices most families can afford, with good food.

### **Negatives on the well rated places.**

- Historical places and other interesting attractions not being in use or fully in use. Also abandoning historically favourable attractions potentially deterring some people or giving a less favourable impression of Hastings in Tourist eyes.
- Not full access to these places, not being able to get inside places, a sense of a limited experience.
- Difficult to find attractions, lack of signs and directions when exploring,
- Parking issues near major attractions needing to be sorted.

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- Overhype of newer places. A feeling of being told something is special and not feeling it when you get there.
- Dirty water, poor environmental standards, dirty air ect...
- Not enough facilities for children, older and lack of investment in child facilities a concern.
- Not feeling safe in these places, concerns about child safety.
- Too many dogs of leads and dog mess.
- Lack of inclusivity in access, lack of disabled access for example.
- Issues of litter and dirty open spaces.
- Lack of outdoor shelter and sitting spaces.
- Seagull problems.
- Issue of being expensive, more money than what you get.

**Differences between Hastings, London and Other places view of Tourism.**

	<b>Alexandra Park (Outdoors, Countryside).</b>		
Item	Hastings Comments	London & Other cities Comments	Other England comments
Unique (Quirky)	Likes something strange, artistic, cultural and different. However people are also concerned there needs to be attractions for all tastes and peoples, especially concerned about family friendly places, lack of child facilities.	Wants something unique, something that they can not experience in the city. This is one of the biggest appeals to them, need something unique and special. Enjoy diversity of things they enjoy, prefer choice of things they like.	Wants something cultural and different as long as they do not feel looked down upon and that the scene is to pretentious. Enjoy diversity of things they enjoy, prefer choice of things they like, feel like there needs to be more of what they like.
Maintenance,rubbish and safety.	Generally thinks the maintenance of open areas is of a good quality and that attractions are improving all the time.	Concerned about the lack of maintenance and the amount of rubbish, this needs more work feel safety needs more work also. However, overall things are to a good standard.	Not too concerned about the rubbish and maintenance more quality, generally thinks this needs a little ok but overall is fine.
Food	Not too concerned with diversity of the menu, along as quality is to a reasonable standard, prefer more reasonable process to too fancy and expensive food menus.	Much more concerned with the diversity of menu option, vegetarian options ect... Less concerned about the prices shops are currently offering, prefer more choice.	Wants more menu options, but not at the expense of price.
Scenery	Happy with the improving scenery, quality of	Much prefer there to be painting and art galleries	Much prefer there to be painting and art

	<p>environment, maintenance ect. ... like the improving art designs and galleries, hoping for this to continue to grow and Tourism grows in the town, generally less critical of these things. Like to use open spaces for walking dogs, community activities and picnics. Like Open spaces features and particularly like the food options with the price there, concerned about the lack of family facilities being properly maintained.</p> <p>All want preservation of environment and scenery, want to see more of this.</p>	<p>in tourist places, they generally want more of this, more signs for directions to. Prefer outdoors activities, parks and open spaces maintenance are important to these visitors, especially there cleanliness, good environmental standards ect... Likes to use open spaces to explore and for walks, concerned about dogs off leads, dog poo and parks being too busy, so can't be explored properly, e.g. on community activity days, like the more unusual attractions, e.g. mini railway, concerned about heritage not being fully used in some sites. All want preservation of environment and scenery, want to see more of this.</p>	<p>galleries in tourist places, they generally want more of this, more signs for directions to. Prefer outdoors activities, parks and open spaces maintenance are important to these visitors, especially there cleanliness, good environmental standards ect... Likes to use open spaces to explore and for walks, concerned about dogs off leads, dog poo and parks being too busy, so can't be explored properly, e.g. on community activity days, like the more unusual attractions, e.g. mini railway, concerned about heritage not being fully used in some sites. All want preservation of environment and scenery, want to see more of this.</p>
Experience	<p>Want comfort, increasingly happy towards attraction that have focused on delivering this. Want Heritage to be better used and better protected, concerned about heritage not being used in a way that keeps the history of the town, modern businesses potentially hurting heritage of the town, prefer it to be used in more traditional ways, or other ways.</p> <p>Peaceful experiences and open spaces, or peaceful walks, is a must for all.</p>	<p>Want comfort, increasingly happy towards attraction that have focused on delivering this. Want more to be done about social problems on visits. Want a heritage feel to their attraction, best use of heritage wanted, prefer heritage places being used for modern things if it cannot be used for historical things. Particularly interested in stories behind attractions and things they explore.</p> <p>Peaceful experiences and open spaces, or peaceful walks, is a must for all.</p>	<p>Want comfort, increasingly happy towards attraction that have focused on delivering this. Want more to be done about social problems on visits. Want a heritage feel to their attraction, best use of heritage wanted, prefer heritage places being used for modern things if it cannot be used for historical things.</p> <p>Peaceful experiences and open spaces, or peaceful walks, is a must for all.</p>
Heritage	<p>Not so focused on Heritage to develop the Tourism industry. Worried that Tourism is not being developed in a way that is in keeping with the Town's heritage. Want Heritage to be better used and better protected, concerned about heritage not being used in a way that keeps the history of the town, modern businesses potentially hurting heritage of the town, prefer it to be</p>	<p>Like the history is not like anything they experience in the cities, enjoy the sense of fairy tale feel to some attractions and some parts of the town, want this atmosphere to be created more. Like stories to be reflected into attractions more, the history and evolution behind attractions and places is quite key of them, good maintenance of lovey Victorian building around attractions they also feel needs to be done more. Would like some historical</p>	<p>Like the history is not like anything they experience in the cities, enjoy the sense of fairy tale feel to some attractions and some parts of the town, want this atmosphere to be created more. Like stories to be reflected into attractions more, the history and evolution behind attractions and places is quite key of them, good maintenance of lovey Victorian building around attractions they also feel needs</p>

	used in more traditional ways, or other ways.	attractions and museums to be slightly bigger.	to be done more. Would like some historical attractions and museums to be slightly bigger.
Tourism Industry (owners and workers).	All rated treatment and wrath from staff as a key reason for enjoying certain attractions.	All rated treatment and wrath from staff as a key reason for enjoying certain attractions. These people also liked being told a story about the place they had come to. They also noted the feeling of a nice small community town, where people are warm and friendly towards all visitors was important in higher ratings given.	All rated treatment and wrath from staff as a key reason for enjoying certain attractions. These people also liked being told a story about the place they had come to. They also noted the feeling of a nice small community town, where people are warm and friendly towards all visitors was important in higher ratings given.

### Textual Analysis on Medium Rated Attractions

To see how the conclusions are drawn from the textual analysis go to the appendix where all the reviews taken for this study are kept.

#### Key themes of something which makes an attraction good/average .

- Good History behind it, facts/ learning – Story Telling. Unique local history particularly a pull factor. Also individual cultural things pull people toward Hastings – like local history and media shows, like Foyles war. Attractions do better when they focus on these things.
- Historical feel – step back in time, fairy-tale – community small town feeling. Historical old town feel - walking around feels nice – Something different to see – Picturesque.
- Nice places to walk – peaceful – nice place to stroll. Free of noise and relaxing.
- Good places for Children.
- Unique exhibitions, attractions, buildings, stories – the phrase “gem” is often used. – Unique shops – a place to explore – encourage people curiosity – a unique historical feel – the terms quirky and quaint are often used in attractions that manage to rate above poor.
- Unique events also important – like Jack in the Green for example.
- Attractions aimed at the community and tourists in mind tend to put them above poor.
- Good amount of time can be spent at the attraction – also the price is with the amount of time you get out of it.
- Things being well signed and well labelled/ sign posted.
- The place being friendly and welcoming in some ways.
- Accessible – disabled access e.g.
- Eccentric small town feel – fairy-tale feel – quaint – quirky. Nice community small town feel.
- Welcoming feel.

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- Good feeling that regeneration has been done properly – that people are visiting and contributing to something that is going to benefit the local area, support something that will help regenerate this historical areas they want to fall in love with. Affection for the town.
- Good staff available at most points of their experience. Friendly welcoming and comfortable.
- Variety/ diversity of entertainment – something you do not get elsewhere – something unique and a range of unique things that can appeal to a wide audience.
- Interactive learning – learning unique and interesting local history/ facts through interactive and interesting features.
- Regeneration attraction done well are popular. Nostalgia and triggering memories are thought of as good.
- Open spaces for a variety of unique and interesting events. Programme of upcoming events useful. Best used for open events available – e.g. music events. – Diverse + good variety.
- Clean – good facilities.
- Good all round experience – consistency. Always a great experience – almost guaranteed.
- Good organisation
- Cheaper than nearby and London places with decent or as good experiences. – Worth traveling for.

**5 Key Reasons on What Stops an attraction from being Bad/ poor.**

- Historical attractions that are well maintained, tell a unique story and encourage interest in peoples desire for our unique History. Something that gives the town a lovely small town fairy-tale type feel.
- Interactive exhibits, that get people engaged with local history and other things to locally, education based exhibits are popular.
- Unique events, which can not be found nearby, or in Cities and further afield places. Create a god all around experience that has something everyone will enjoy.
- Good staff – good customer skills, welcoming feel that helps people enjoy their experience.
- Making things easy to find, safe to find, and easy to get to from a car – good parking with good prices is key.

**Key themes of something which stops an attraction from being good/ great, makes it more likely to be average.**

- Sense of the same old thing – not enough focus on unique aspects.
- Needs more of a modern look/ feel – things can be kept historical and heritage can be kept, but there needs to be more modernisation of attractions.
- Lack of organisation + preparation – especially when contacted in advance.

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- Tourists interests on unique features not being encouraged enough – local history not being told well enough – lack of story telling – a feeling of missed opportunities.
- Not enough to see.
- Hard to find – lack of signposts.
- Missing information – out of dates – wrong ect.. .
- Not enough diversity or specialised focus – more of the same old thing that can be done in near-by places or better elsewhere for a better price.
- Poor parking options, poor prices, raising the cost above what people feel the experience is worth.
- Hard to find – poor signposts or directions.
- Rude staff, owners and volunteers. Unprofessional staff and feel.
- Not valuing heritage/ keeping to local history of the town.
- Attractions being closed when advertised as open. Wasted journey – feeling of disappointed
- Empty places, lack of space being effectively used – feeling that not much is there. Disappointed feeling. People not aware why such spaces are not being currently being used – people being left confused – feeling management do not know what they are doing.
- Poor use of historical spaces.
- Large unjustified prices.
- Same as other nearby places – nothing special – bigger prices than nearby paces that offer similar or the same things.
- Dirty places.
- False advertising – offering things that when people come down will feel they are not actually being offered.
- Ignoring heritage. Modernisation being blot instead of regeneration – pushing away tourists instead of being a pull factor.
- Not enough things for people enjoy – not something for everyone – feeling that it is not for them – pushed people away.
- Too many negatives and restrictions – too many rules that stop people enjoying themselves and doing things in a way that they traditionally want/ aspect – making it difficult for them to enjoy themselves.
- Poor food
- Poor feel about the place.
- An uncomfortable feel – boring feel – no soul feel – lack of a friendly small town feel.
- Too expensive. Poor experience not worth price or poor experience with overly high process with even a good service. Cheap feel experiences.
- Ignoring complaints and raised concerns
- Long waits for not that much and poor service.
- Feeling of an unsafe place.

### **5 Key Reasons on What Stops an attraction from being good.**

- Poor Staff, with poor customer skills.
- Poorly maintained attractions, neglect of heritage, poor use of heritage, especially to the point where it is potentially dirty and dangerous.
- Poor use of spaces – which occurs through a lack of variety and a lack of unique events.
- Poor food, poor quality, especially when having to wait long to get it.
- Prices not being justified by the experience received.

### **Natural difference between Hastings, London and Other places view of Tourism.**

- **Historical**

The Key differences over how historical attractions should be managed can be summarised as followed:

- People in Hastings feel that more modern takes on historical features and regeneration of historical features make for a poorer attraction, the phrase “blot on the landscape” is often used, whilst people from London feel that more modern takes of historical attractions make for a more unique experience and are more likely to get them to come to the town. People in other areas of England want there to be something that it not necessary unique, but is something you cannot get nearby.
- The focusing of unique and local history is wanted by all, however where differences come is that people from outside the area want greater attention placed on their individual interests, especially focused around particular stories that comes from the local history. They don’t just want to have the same old museum experience, they want a unique experience they cannot get elsewhere, in other near –by places where as locals just want local history to be kept and displayed in a simple way they can access.

- **Use of Open spaces**

The Key differences over how regeneration attractions should be managed can be summarised as followed:

- The use of open spaces divides different types of visitors to these type of attractions. Locals and nearby visitors want much more things going on, the feeling of an empty space is more unwelcoming and as they are visiting these spaces more often an empty feel can make people feel like these places are being neglected, making future visits all the less likely. Whereas travellers from further afield and from the Cities love the idea of an open space, providing it is used effectively. The idea of an open space which can hold a lot of events that can be varied and unique gives these people exactly what they want, and as they are in Hastings less times of the year they will only come down for these varied events, making the empty space feel busy, exciting, varied and unique. This is how an empty space attraction, like the state and the Pier both gets good and bad reviews, however, all agree that an empty space used poorly, with no clear events or proper use of space, makes for a failed attraction.

- Local people feel that heritage attractions have been left to become meaningless empty spaces which they feel is starting to show neglect of the towns local history, whilst people from the city, and other larger towns, want a more fairy-tale carnival atmosphere, good art, good street performers, circus type amusements acts ect. People locally seem to feel the art is overrated, not local and something that has needlessly replaced their history and heritage they care about, whilst people from nearby local areas like the different art and feel they do not get in similar coastal areas. However, as many local people are increasingly coming from places like London the amount of people expressing concern about large open spaces near heritage sites is becoming less common.

- **Regeneration**

The Key differences over how regeneration attractions should be managed can be summarised as followed:

- People in Hastings feel that regeneration needs to be done in a more traditional way that is in keeping with the town's history, look and sea-side traditions. People are more concerned with more modern development and takes on what are seen as traditional attractions e.g. like the Pier. People from outside the local area want something far more unique and feel that more modern takes, that maintain their historical feel, are the best tourist attractions. People from other Cities, especially London, focus upon unique modern attractions they cannot get in London, they are happy for past historical items to be turned into more modern things in a way the local are completely unhappy with.
- Local people are increasingly concerned with how much tax payers money is going into regeneration projects they do not agree with and how much money is being paid to management they do not think is doing a good job. On the other hand people from more prosperous places, like the cities and near by villages/ towns tend to feel more investment is needed into regenerations and heritage attractions before they can be considered to be excellent as worth going to over other prices they have been, or where they live.

- **Entertainment**

The Key differences over how entertainment attractions should be managed can be summarised as followed:

- Food: People who have been locals in Hastings for some time want more traditional sea-side food on attractions e.g. candy floss, basic fish and chips. This can also roughly be said to be the same for other visitors from nearby places. However people from further afield want greater quality of food, gourmet style for example, and they like more unique types of food and restaurants they can not get at other standard café's they visit all the time. Poor food is seen as one of the big things that drives people away, whilst others may see this "poor Quality" as traditional sea-side food that they want and enjoy.
- Sea-side attractions. Again people who have been locals and lived in nearby places, similar to Hastings. Feel strongly that they want some of the more traditional attractions, like amusement arcades, sea-side rides ect.. However, on the other hand people from Cities and other further afield places feel these types of traditional entertainment sources are a bit old fashioned

### Textual Analysis on Worst rated Attractions:

To see how the conclusions are drawn from the textual analysis go to the appendix where all the reviews taken for this study are kept.

#### Key themes of something which makes an attraction bad.

- Fees being far more than is acceptable for the standard and amount of entertainment given.
- Being cheeky with process – charging people full prices to only use part of the attraction – e.g. charging people to just eat.
- Disappointed expectations – Peoples experiences not amounting to expectations they felt were given to them, misleading promotion.
- Not enough to keep there for a decent amount of time, not enough entertainment – **leaving with a feeling of disappointment.**
- Not a local feel, not enough local elements displayed, promoted and celebrated. Not enough information about local things.
- Not enough unique elements to an attraction – feeling of getting the same thing as somewhere else.
- Not enough information about the attraction or exhibit – a lack of story telling about what people are experience – how it has come to be.
- Not in keeping with a local feel, blot on the landscape.
- Not feeling welcome – a snooty feel –looking down on people – not for them – not something for everyone – unwelcoming atmosphere.
- Rude or poor quality staff.
- Not enough diversity – not enough variety – not something for everyone – not enough different things to spark interest and engagement – leading to a feeling of boredom – disappointment – not wanting to come back.
- Does not cater to all audience – e.g. Disabled access problems – admission process too high for senior citizens and students for example.
- Similar but better things in nearby towns. Again not unique enough – charging for unique exhibitions, but not getting a feeling of this that warrants higher prices.
- Doesn't have a small town charm historical/ fairy-tale feeling.
- Not being for a particular audience – or only being for one audience – e.g. only for tourists and not for locals.
- Dirty, not clean – not been maintained well – not been kept to a good standard.
- Not feeling Safe especially when with Children – will cause people to go to similar other things in nearby towns and places.
- Dirty and bad smell – concerns about hygiene – food quality ect...
- Paying a lot of a poor unsafe and dirty felt experience – more money than what even the best experience they can offer is worth.
- Staff not experience enough – can't help – or help keep children monitored/safe.
- Raised concerns not being listened to – reports and concerns being dismissed or even mocked.
- Not noticing regeneration or the place feeling like the same run down old place since a regeneration/refurbishment has been made.
- Feeling of immense disappointment – chocked even by the level of consistently poor things with an attraction – prepared to go to nearby places that are further away to get the experience they feel they want and deserve.
- Recommend attractions if fairer price was listed for what is on offer.

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- Visiting attractions to find them closed when promoted and advertised as opened on a particular time/day.
- Lack of education and storytelling focus on some heritage sites/ attractions.
- Ripped off feeling – little time, little to do, higher than other nearby places prices.
- Uncared for attractions.
- Lack of combined tickets – means a lot higher prices, for not that much, in a small area, never mind the cost of exploring the rest of the town.
- Lack of signs, hard to find attractions, especially heritage sites.
- Poor look of some heritage sites and attractions, fenced off, barbed wire – unwelcome feel.
- Few guides in heritage sites and attractions – lack of access for disabled/ Deaf e.g. – also creating a lack of interactivity.
- Neglected Treasures – not looking after heritage – lack of incentive to explore other historical and heritage sites. . – Feelings if a waste of time + money.
- When regeneration – refurbish – change look to more modern, but maintain nice old town feel. Overall alck of a nice small town, community feel.
- Better attractions surrounding the best use of the scenery/ views/ natural beauty.
- Need to do more things with community and Tourists in mind.

### **Key Words that were used.**

#### **Outdoors & Countryside**

- Noisy, people up to no good, no a peaceful or comfortable feel.
- Difficult, unmaintained and unsafe terrain.
- A feeling that these open areas are unsafe
- Same old usual things, usual scenery, usual entertainment – not that unique.
- Lack of entertainment – lack of diversity in entertainment at these sites.
- Staff being rude, lecturing people, telling people off, ordering them about – using status in a way that makes visitors feel ill at ease.
- Smaller than though – crowded, attractions and people packed into a small space – especially annoying when a larger space is available.
- Boring.
- Lak of access to attractions –not all things opened – leading to longer queuing – lack of disabled access especially a concern.
- Empty feeling, no staff about when there should be – no security presence – safety concerns coming from this.
- A lack of signs and information.

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- Not enough for children to do – children getting annoyed and frustrated having to queue to do one thing – lack of variety lack of appeal to family visitors.
- Poor infrastructure in buildings – e.g. windows being to be closed.
- Similar to other place – can get this anywhere.

### **Heritage & Regeneration**

- Not a local feel, not enough local elements displayed, promoted and celebrated. Not enough information about local things.
- Not enough unique elements to an attraction – feeling of getting the same thing as somewhere else.
- Not enough information about the attraction or exhibit – a lack of story telling about what people are experience – how it has come to be.
- Not in keeping with a local feel, blot on the landscape.
- Not feeling welcome – a snooty feel –looking down on people – not for them – not something for everyone – unwelcoming atmosphere.
- Rude or poor quality staff.
- Not enough diversity – not enough variety – not something for everyone – not enough different things to spark interest and engagement – leading to a feeling of boredom – disappointment – not wanting to come back.
- Doesn't have a small town charm historical/ fairy-tale feeling.
- Not being for a particular audience – or only being for one audience – e.g. only for tourists and not for locals.
- Dirty, not clean – not been maintained well – not been kept to a good standard.
- Not noticing regeneration or the place feeling like the same run down old place since a regeneration/refurbishment has been made.
- Feeling of immense disappointment – chocked even by the level of consistently poor things with an attraction – prepared to go to nearby places that are further away to get the experience they feel they want and deserve.
- Recommend attractions if fairer price was listed for what is on offer.
- Visiting attractions to find them closed when promoted and advertised as opened on a particular time/day.
- Lack of education and storytelling focus on some heritage sites/ attractions.
- Ripped off feeling – little time, little to do, higher than other nearby places prices.
- Uncared for attractions.
- Lack of combined tickets – means a lot higher prices, for not that much, in a small area, never mind the cost of exploring the rest of the town.
- Lack of signs, hard to find attractions, especially heritage sites.
- Poor look of some heritage sites and attractions, fenced off, barbed wire – unwelcome feel.
- Few guides in heritage sites and attractions – lack of access for disabled/ Deaf e.g. – also creating a lack of interactivity.

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- Neglected Treasures – not looking after heritage – lack of incentive to explore other historical and heritage sites. . – Feelings if a waste of time + money.
- When regeneration – refurbish – change look to more modern, but maintain nice old town feel. Overall alck of a nice small town, community feel.
- Better attractions surrounding the best use of the scenery/ views/ natural beauty.
- Need to do more things with community and Tourists in mind.

### Entertainment

- Fees being fare more than is acceptable for the standard and amount of entertainment given.
- Being cheeky with process – charging people full prices to only use part of the attraction – e.g. charging people to just eat.
- Disappointed expectations – Peoples experiences not amounting to expectations they felt were given to them, misleading promotion.
- Not enough to keep there for a decent amount of time, not enough entertainment – **leaving with a feeling of disappointment.**
- Not a local feel, not enough local elements displayed, promoted and celebrated. Not enough information about local things.
- Not enough unique elements to an attraction – feeling of getting the same thing as somewhere else.
- Not enough information about the attraction or exhibit – a lack of story telling about what people are experience – how it has come to be.
- Not in keeping with a local feel, blot on the landscape.
- Not feeling welcome – a snooty feel –looking down on people – not for them – not something for everyone – unwelcoming atmosphere.
- Rude or poor quality staff.
- Not enough diversity – not enough variety – not something for everyone – not enough different things to spark interest and engagement – leading to a feeling of boredom – disappointment – not wanting to come back.
- Does not cater to all audience – e.g. Disabled access problems – admission process too high for senior citizens and students for example.
- Similar but better things in nearby towns. Again not unique enough – charging for unique exhibitions, but not getting a feeling of this that warrants higher prices.
- Doesn't have a small town charm historical/ fairy-tale feeling.
- Not being for a particular audience – or only being for one audience – e.g. only for tourists and not for locals.
- Dirty, not clean bad smells– not been maintained well – not been kept to a good standard. Concerns about hygiene – food quality ect...
- Paying a lot of a poor unsafe and dirty felt experience – more money than what even the best experience they can offer is worth.
- Staff not experience enough – can't help – or help keep children monitored/safe.
- Raised concerns not being listened to – reports and concerns being dismissed or even mocked.

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- Feeling of immense disappointment – chocked even by the level of consistently poor things with an attraction – prepared to go to nearby places that are further away to get the experience they feel they want and deserve.
- When regeneration – refurbish – change look to more modern, but maintain nice old town feel. Overall lack of a nice small town, community feel.
- Better attractions surrounding the best use of the scenery/ views/ natural beauty.
- Need to do more things with community and Tourists in mind.

### **Positives on the poorly rated places.**

- Location
- Natural Beauty
- Only small changes needed to improve things
- Small price reductions needed in certain areas and certain attractions to increase likelihood of good ratings, people coming back and recommending to others.
- Good buildings and infrastructure in place within some parts of the town, will increase Tourism If used in ways that appeal to more people.
- Good feel to the town/ old town, History and Heritage has wide appeal, use this better and Tourism will increase and come back at a far more liekyl rate.
- Parking not too bad, keep prices down + availability up.
- Can be lots to do on good days, need to link up tourist sector to get more places open on the same day, create more things to do on the same day/ time, create less opportunities for tourists to turn up and see a place closed, with nowhere near by seen as open to explore.
- Some interesting exhibits, need to focus on more of these interesting and unique features to make sure tourists come back and recommend to others.
- Children do have fun in the town when there is events on offer to them, therefore the town easily has the ability to be an all-inclusive family friendly tourist town that can attract a high number of visitors all year around.

**Differences between Hastings, London and Other places view of Tourism.**

Item	Hastings Comments	London & Other cities Comments	Other England comments
Unique (Quirky) & Eperience.	Not so concerned about gaining more Unique features, want more to be done with what Hastings already has, wants more of the traditional sea-side attractions to be preserved, feel more modern unique features area threat to this, even a blot on their se-side landscape, meanwhile they also feel these newer features are not that unique, which will not increase Tourism that well. Because of these reasons support for some more newer and modern unique features seems to be smaller that it should be. Better interaction with attractions and more educational features are needed.	Want greater focus on the individual, quirky and unique aspect in Hastings, especially in the History and heritage sectors they visit. There needs to be a lot of specific unique elements in order for attraction to get people from the cities down into Hastings. Unique storytelling and unique local history facts and stories wanted. The experiences of a lack of unique attractions and storytelling, coming away with a feeling of not value for money, resulting in people not willing to come down, resulting in less recommendations, less visits back, less Tourism potentially. Better interaction with attractions and more educational features are needed. More of the above needs to be done, especially greater variety and more things on offer, before higher prices can be justified otherwise not worth the time and money. Need to address the disappointment of traveling a long way and getting there and seeing no attractions open, or not that much there and the large expense of going to several things to feel like seeing something and getting an experience.	Want greater focus on the individual, quirky and unique aspect in Hastings, especially in the History and heritage sectors they visit. There needs to be something on offer that is not on offer in nearby places and towns, or for as good a price. Unique storytelling and unique local history facts and stories wanted, providing it differs from similar local areas. Concerned there is more unique better value attractions in nearby places, stopping them from having good experiences and coming to Hastings in future. Better interaction with attractions and more educational features are needed. More of the above needs to be done, especially greater variety and more things on offer, before higher prices can be justified otherwise not worth the time and money. Need to the disappointment of traveling a long way and getting there and seeing no attractions open, or not that much there and the large expense of going to several things to feel like seeing something and getting an experience.
Food	Bad experiences with food causes people not to go back, to tell others not to go back, and even report places to standards agency. Feel concerns about hygiene and standards are not good enough and not being addressed, concerns are being	Bad experiences with food causes people not to go back, to tell others not to go back, and even report places to standards agency. Feel concerns about hygiene and standards are not good enough and not being addressed, concerns are being ignored. Also feel traditional sea-side food should have high	Bad experiences with food causes people not to go back, to tell others not to go back, and even report places to standards agency. Feel concerns about hygiene and standards are not good enough and not being addressed, concerns are being ignored. Should be better or

	ignored.	standards, needs to be unique and something they cannot get where they live. – Good locations need to match it with good food to be worth going to.	as good as they can get nearby – good locations need to match it with good food to be worth going to.
Scenery, Maintenance, rubbish and safety.	Needs to be better maintained, dirty, smelly, poorly maintained attractions, buildings, shelters and outside areas are a big reason for poor ratings, with people not coming back and not telling others to come to the area. Also the problem of feeling that children are unsafe and that certain areas have an unsafe feeling are an important turn off. Feel that the Scenery is not being fully exploited, that better attraction, or needed improvements on current ones, could be easily done to improve tourism in the local area. Regeneration being greater linked to tourism and key attractions is a big must for these people, but not at the expense of local heritage, traditions and history.	Needs to be better maintained, dirty, smelly, poorly maintained attractions, buildings, shelters and outside areas are a big reason for poor ratings, with people not coming back and not telling others to come to the area. Also the problem of feeling that large areas are unsafe and that certain areas have an unsafe feeling are an important turn off. Biggest problems of serious crime and social problems near main attractions is also a large turn off. Feel that the Scenery is not being fully exploited, that better attraction, or needed improvements on current ones, could be easily done to improve tourism in the local area. Regeneration needs to be done in a unique way that gives a fairy-tale/ old town feeling. Also in a way that will improve the look of the town, but not keep to older and more shabby traditions. A greater focus on community focused and tourist focused tourism is needed in good scenery areas, to create that nice small town feeling – not so concerned about keeping past sea-side town traditions.	Needs to be better maintained, dirty, smelly, poorly maintained attractions, buildings, shelters and outside areas are a big reason for poor ratings, with people not coming back and not telling others to come to the area. Also the problem of feeling that children are unsafe and that certain areas have an unsafe feeling are an important turn off. Also feeling that other places near by are safer will cause people to get elsewhere in the area, safety improvement is a big must for tourism improvement for this people. Feel that the Scenery is not being fully exploited, that better attraction, or needed improvements on current ones, could be easily done to improve tourism in the local area. Regeneration needs to be done in a way that creates greater community involvement with an aim to help tourism grow – more local designed tourism instead of past industry and heritage focus that is no longer working.
Heritage	Wants more of the traditional sea-side attractions to be preserved, feel more modern unique features area threat to this, even a blot on their se-side landscape, meanwhile they also feel these newer features are not that unique, which will not increase Tourism that well. The current Heritage in the past has been left behind and need to regenerated and better used, rather than creating new thing that do not properly fit in with the history and feel of	Want both the old and new. Older attractions that have fallen into disrepair need a lot of work done and much more regeneration. But also the local history and educational stories need to be told to better use regenerated historical items. However this regeneration needs to be done in a modern way that does not ruin old history / old town feel. Heritage needs to be done in a more community and tourist focused way. Want more newer and unique attractions, not fearful in will ruin local area like local do, feel a blend of old and new (which looks like old)	Want both the old and new. Older attractions that have fallen into disrepair need a lot of work done and much more regeneration. But also the local history and educational stories need to be told to better use regenerated historical items. However this regeneration needs to be done in a modern way that does not ruin old history / old town feel. Heritage needs to be done in a more community and tourist focused way. Want more newer and unique attractions, not fearful in will ruin local area like local do, feel a

	the town. Prices need to be addressed, need to be lower and better discounts for local people, older people and students ect...	is the best Tourist strategy that appeals to them. There needs to be more diversity in the attractions to justify higher prices.	blend of old and new (which looks like old) is the best Tourist strategy that appeals to them. There needs to be more diversity in the attractions to justify higher prices. Also needs to be different to local areas with similar histories and features, so that higher prices will not drive them away to different areas.
Tourism Industry (owners and workers).	Owners of failed attractions need to change and rude staff need to be worked on – this stops people going to places in their own town. This is a problem, but not the biggest issue that needs addressing.	Rude staff need to go, better training of staff in these poor attractions in general needs to happen. Poor owners and management need to be replaced with a better community focused attraction which will aim to regenerate the town, but also create better Tourism in the town. Rude staff and poor management a huge issue that will stop people coming and really damage their view of the local area, therefore stopping people coming and damaging tourism in the area.	Owners of failed attractions need to change and rude staff need to be better trained –If this problem is big enough on certain attractions, or certain areas of the town then this stops people going to places. People will go to toher local areas where there are far less of these type of worker and management problems, where a better service with better information given out is present. This is a problem, and people will go to other local areas where it is not if issues are not resolved or are found to be common enough.

### Suggested improvements

- The Council needs to channel any available revenue in the Tourist budget into carrying out market research into attractions that do not do so well and attraction that tend to do the best. This will provide more concrete evidence and proposals that can help raise the average performance of the tourism industry overall. The Council need to avoid large management costs, as a lack of management is not cited as the main problem.
- Prices need to be adjusted in accordance to what people say there experiences are, overcharging either deters people from coming in the first place or delivers an experience not worth what they paid and leaves them feeling disappointed and even agitated, causing people not to come back and pass on a message not to recommend to others.
- The Council could use extra available funding in the Tourism budget to fund their own customer service courses that will help increase the average standard of volunteers and staff that work at their main attraction sites. Poor experiences with staff undermines the potential experience tourists get from the town, and with it undermines the ability to have excellent rated attractions, that bring people back and creates a strong Tourist industry.

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- Using available money in maintaining garden and outdoor spaces to build better shelter so people can go out on longer walks, exploring the great natural environment Hastings has, without fearing of getting to tired and not being able to rest or being caught out for too long in suddenly bad weather, which can easily happen on the coast.
- Need to better advertise and explain to Tourists, but especially locals, on how open spaces are planed to be used. There needs better promotion of what the event schedule is and how these events are unique and something that will give interest to most people, the phrase something for everyone was often used in places rated as excellent. This could be done through big advertisements board throughout these open spaces, or also done with Hastings Borough council promotion. Also community groups having greater involvements with these events could also be used as a source of promotion. This will stop the feeling of having empty unwelcoming spaces that people criticised in their on-line reviews.
- Better sign posting and directions to more attractions across the town is needed. How to get to attractions and how to get around attractions was mentioned a few times as needed to improve people experience and improve tourist numbers.
- More education features and interactive features in tourist attractions are needed to make attractions more unique and interesting, to encourage parents to take their children to these places. This will also be seen as encouraging people interest in Hastings and encouraging people who wan to learn more about history and Britain. This will increase the amount of people these attractions can appeal to and create a better experiences for people, hopefully increasing tourism for the long term.
- More Carnival and fairy-tale old town feelings, creating these types of unique events will pull people into the charm of the historic town and as a result increase the desire to come to the town on a more regular basis, increasing tourism as a result. Better advertising of the Hastings carnival and perhaps creating a yearly old town fate events, where a circus type act came to town would help create this feeling. Also advertising out traditional days like May Day better would also increase tourism to this town.
- Better parking conditions and charges, especially in time of the year that does not pull tourists into the town, will help increase tourism to the town. Over charging for parking, relative to the experience, will drive people away and they will likely stay away.
- Target places that are repeatedly being reported as dirty and have litter problems. This could be done through more regular cleans and putting more rubbish bins in these areas will help to maintain excessive rubbish and litter problems within the area.
- Ensure that arts, heritage, history and culture exhibitions have more to offer to a variety of audiences, one problem with art exhibitions was that they felt they did not offer anything for audiences who are not as much culturally modern or artistically/ creatively minded. A feeling of these places being snooty or not for “them” drives a lot of people away, resulting in less people coming to these types of attractions. This could be done through offering more traditional art and exhibitions that will appeal to some people and other times offering more modern interpretations that will appeal to others. Keeping this variety should increase interest and as a result tourist visitors in the long term.
- Make sure that we have enough Tourist attractions that produce a variety of unique attractions that have something to offer that can not be offered in nearby towns and if possible experience that can not be gained in the bigger towns and cities. This unique welcoming small town feeling will help to increase the pull factors that will bring a range of different people and will help create excellent exhibitions that will more likely bring people back.

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- More entertainment on offer for spaces that feel not busy, empty and welcoming. All attractions need to be made sure that they have enough on them as a feeling of lack of time spent somewhere and lack of things done gives feeling of disappointment, potentially damaging tourists view of Hastings is a place to visit and is a place where interesting things are going on.
- Perhaps letting attractions that can not be regenerated and are not cared for or looked after go could be considered. This will avoid the amount of attractions left that will give a negative feeling of the town to incoming tourists. These Tourists can give the feeling the town is depressed and not looked after, damaging the efforts of other regeneration projects.
- Ensuring all information of promotions and opening time are accurate so people do not feel they were purposely misled or people turn up to attractions that are closed or events that are not on. This will minimise terrible experiences and a feeling that they can't trust tourism in Hasting's and that they can't plan days out or Holidays in Hastings.
- Encourage a focus on more quality food at attractions, too unhealthy and greasy sea-side food is a real turn off, focusing on better quality and more healthy options in all council owned attractions is a must. Also trying to get local businesses to focus on better quality and health foods is another step forward.
- Quicker action being taken on reports of poor hygiene, dirty and poor quality food places need be taken, too many comments said reports were not followed up and problems has no been addressed with bad comments coming in a while after previous comments of these problems. This could be done through a reporting app or a easier to find reporting webpage. Also the Tourist information centre could be a reporting station where people could report there concerns.
- There needs to be a greater focus on a feeling of safety, especially in more open spaces and area attractions. This could be achieved through using extra funding to fund community safety officers, who could patrol reported problem areas. Also again the Tourist information centre could be a reporting centre where people could report concerns about safety in attractions and concerns of crime and threats around attractions.
- The next litter/ rubbish/ street cleaning contract could have a clause in it extra patrols and clean ups were to be carried around key tourist areas Hastings council identifies. This should target the dirty feeling that some Tourist said put them off coming back.
- Ensure there are better food facilities near by, so people will come to the area and stay around in the area, making visits to the castle and nearby areas more frequent. This would also get away from the feel that Hastings just offers the same old thing and is not worth coming to, which was common reason given for further afar Tourists not coming back.
- Historical attractions in need of regeneration need to be advertised as so, or need to have better explanations of how they are planning to be restored. A feeling that the Town is neglecting its heritage and attractions is a problem and makes some tourists think we do not care and are not trying to impress them.
- Developing a system where unique historical exhibits and information could be given to people who express interest in advance of coming to Hastings could be given a trail run. It could work based on either a email on web-based/ app based system where people could post what exhibit or attraction they are going to and what they are particularly interested in and from this a tailored exhibit or presentation or set of facts could be given to them on arrival to make sure their interests are recognised and satisfied from start to finish of their visit. This will create a unique experience, a welcoming feeling with a sense their

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interests in Hastings were received well and that there visit was wanted in the town. This could be done with the Hastings Museum and its volunteers for example.

- Using Civil society more in Tourist attractions to help Tourism is a must. For example days where not that much is going on could be filled with enthusiastic amateurs locally putting on displays. This could be done with promoting local, arts based groups, so unique galleries of local art would be put up, engaging wider interest in galleries in the town and also local drama and music groups could put asked to put on performances, also increasing interest in Tourist based areas the council are trying to develop. These groups could give free publicity to events, and therefore Tourists that may want to come to Hastings, through using social media and other promotion tools they have access to.
- Creating more welcoming signs and places that welcomes and thank people for their Tourism, possibly spending welcome cards to large hotels where Tourists stay adverting key features could be useful to creating the nice small time welcoming feel.
- More attractions that have specific child entertainment features and have more things for families to would be welcomed.
- Promoting regeneration projects done well is also welcomed, people want to feel they are experiencing part of the revival of a sea-side town.

End of Textual Analysis.

## **Conclusion and Policy Suggestion Stage**

### **Suggested improvements on specific attractions**

#### **Hastings Castle - (10 point plan):**

- There needs to be a reduction in admission fees/ entrance fees until more can be done with Hastings Castle and more experiences can be put into this attraction.
- Create unique heritage and re-enactment type events, like those held in battle, to create more interest in the site. It will also create more unique experiences that the attraction can offer, appealing to a wider audiences, producing better feedback and more recommendations to others, hopefully increasing the number of visits to this site.
- Place more interactive exhibits in the site that will encourage learning, especially for children. This may also spur increasing interest in other historical exhibits near to Hastings Castle, increasing tourism in the town overall.
- Offer a 1066 ticket that can get people into more attractions than just Hastings Castle. The reality is that at the moment Hastings castle does not have enough in it to justify current ticket prices, so tickets prices could be kept a their current levels only if more is offered, this could be offering ticket that get

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people into more than one attraction, linking the castle to the smugglers cave for example. This would keep tourists in the area of Hastings Castle, potentially increasing tourism in general.

- Add more History to the Castle, make it more about local history and other aspects the castle went onto affect. E.g. Who the Normans were before the Battle, who they descended from, The Bayeux Tapestry, the Norman conquest of Britain, the Occupation of Britain, the political affects, the affects on the formation of local government, how Norman customs and culture affects our lives today ect... .
- Use local Historians to find Unique stories about the Castle, what has happened over its 1000 year history, the people that have come into contact with it, who have worked on it ect... plays re-enacting these stories could be created for the summer, to attract a wider audience.
- Remove any items that make people feel unwelcome, fencing and barbed wire have been quoted as putting people off in the online reviews, which was found in the textual analysis. Yes fencing for safety reasons, but this can not be excessive or create a feeling of being unwelcome.
- Be honest about what is in Hastings Castle, be honest about how much of a ruin it is, not so much Castle anymore. With places like Battle Abbey and other historic churches and attractions nearby people will feel let down by the claim a castle still exists there. Hastings Castle is a Ruin and so are items found in Battle Abbey, so advertising it as a full castle creates a false impression, which can lead to disappointment, and others not recommending it to their friends.
- Place better and clearer signing directing people to the ruins from the cliffs, sea-side, the town centre and the Old Town.

#### Hastings Pier - (10 point plan):

- Lower prices at food places, people understand they will pay a little bit extra for a site such as this, but people don't want to feel they are being exploited by their desire to support their heritage, especially when it is called the "peoples pier". If prices are going to be maintained at this higher level then the quality of the food and the experience of receiving the food need to be improved. People may pay higher prices for healthier or high quality items, but not standard sea-side food they can get many other places.
- Better training of staff, volunteers and management in customer relations and communications, as there have been too many negative comments made on public on-line sites about this being not to a good enough standards, resulting in people saying they would not come back, or recommended to friends.
- Re-open the kiosks as soon as possible in order to try and get rid of the too empty feeling a lot of recent visitors have commented on. A price reduction in rents may need to be a necessary sacrifice until a larger footfall can be secured on the pier.
- Better use of open spaces is a must, a lot of people feel that the Pier is too bare, giving it an empty and unwelcome feeling. A list of events coming up in these open spaces will give people interest and their intrigue with future events that appeal to a variety of people will increase the chances of them coming back.
- Reduce the number of rules on the Pier, there were a lot of comments on how people felt this was too restrictive, limiting peoples enjoyment, reducing their chances of coming back.
- Less events where they are only open to a select few people are wanted, people feel like their experience is limited as they went on the pier at the wrong time. More open events where all people can go and see something is preferred.

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- More Unique events on the Open space is a suggestion that reviewers on the website made. Using the Open space to attract more unique attraction like bands or circus act were more specific suggestions made on some reviews given on the website.
- Make it more family orientated, more events specifically aimed at children, this will give something for children to do as the current open spaces makes children board and often hard to control according to parents who made reviews on-line.
- Having a couple of traditional elements on the Pier would satisfy local peoples wants, whilst also maintaining most of the large empty spaces would provide an opportunity to host events for other people who want more variety and unique events.
- Have display boards of future developments going on with the pier to make it clearer that the Pier is still in the early stages of its development, and that future stages will be more onto the Pier, to make it more welcoming and entertaining for a variety of people who will come and visit.

#### The Stade - (10 point plan):

- Clearer explanations of how the open space is going to be used throughout the year need to be given, this could be done with a big display board outlining the years programme throughout the year, with the biggest advertisements being used for upcoming events or holiday/ summer events.
- Better staffing at café's and food places needs to be given as long queues is giving negative feedback and impressions of the area, dissuading people to come back.
- More Unique and interesting events open to all the public need to be held in this space to make people aware that these open spaces are used for these purposes and are not just empty unwelcoming spaces.
- More festivals, fairs and street markets to increase the economic activity and annual usage of this open space, which will be done in a popular way. The more of these types of events are held throughout the year the more interest will be given. It will also help to give that old town quaint feel that many people visiting the area from cities said they liked about the town, helping to increase recommendations to visiting the area to a wider audience.
- Use the space to support the local fishing industry, people like to support these industries and it gives it a popular historical small town feel that people like and find welcoming. This could be done through fish fairs/ markets, promoted by the local council locally and to other areas that might be interested across Southern England.
- Let local entertainment and interesting businesses/ acts compete for "stade days" where the space will be used to promote local interesting things, like interesting music or dram acts, which in turn will create interest in the stade and encourage people to come back to other promoted acts.
- Bring some of the more traditional sea-side events like May Day into the stade, hold special events for these days that will attract people towards the area, making them aware what will be going on for the rest of the year.
- Ensure the space is well maintained with regular clean ups, ensuring there is not a dirty or unwelcoming feel to the area. Too many reviews on the website had negative comments about cleanliness and rubbish issues. Installing more public use bins in this area may help contain this problem. Also discussing with local businesses how rubbish collections and disposals could be better executed could be a way of limiting the amount of rubbish in the area. Also better use of resources and sustainable use of resources could help to limit the amount of rubbish in the area.

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- Carrying out market research on local public opinion on the space and Tourist opinions on the space and how it could be better used could also help the space be developed into a space that will appeal to the widest audience possible. An interactive feature where people could put a vote into one option amongst a few on how to improve the open space could also gain interest into the area.
- Giving the space to plays rehearsals, drama type people and artistic people to practise their arts could give these people free use of a space in times of the year there is better weather, with also providing entertainment and therefore interest in this space that will encourage people to come down into the area, which in the long term will increase tourism into the area.
- Begin to hold more specialised events and promote the ones we have currently better. Hastings has many unique and special events such as the chess tournament, classical music festivals, old town carnival, Jack in the Green, May Day events and many more things. Extra money saved or found in relevant budgets could be used to promote these specialised events to broader audiences. Also creating more specialised events targeted to very committed audiences could attract new tourists and ones that would come back for a yearly or seasonal event. This could be done through focusing on re-enactment and historical plays, which focus on various parts of History and cultures that Hastings has experienced.

### Conclusions on current council policy

A brief conclusion on council policy at the moment has to be critical. Firstly though, the obvious effort and time consuming planning given to the current Tourism strategy has to be given praise. It is clear that many people are trying to do something to improve the Tourism prospects in a place where the decline of Tourism in sea-side towns in the 70s has clearly hit very hard. The regeneration commitment and desire to maintain traditional features, that are popular to some audiences, and to promote the town in a positive light is a good step forwarded

At the moment the writer of this paper is not aware of the Council Carrying out any Market Research of Tourists coming into the Town. There does not appear to be much research based evidence into how the council are making investments and how they are running current Tourist attractions. For example Hastings Council seem to be making decisions that are directly conflicting with reviews made in this free market research based site. For example, the council are increasing parking charges all around the year, instead of just focusing on less busy times which is giving Tourists the impression they are being exploited for having an interest in the Town and its unique history and events, mainly being explored in the summer. Another example of this can be instead of using extra money in the Tourism budget to invest in better promotion, training of staff, signage, security, unique story telling and events, all things people say they want, Hastings council is investing another 30K in management of these Tourist attractions, when there is not sufficient greater management is needed of the attractions. Better value for money based on a market research approach, where Tourists views are at the heart of the Councils policy, is needed.

### Conclusions on current bid Investments

The efforts of civil society and businesses to secure investment for tourism in the town has been admirable at least, and incredible at best. The conclusion that can be drawn over current use of gained investment is mostly positive. Bids like the Pier and the Jerwood Gallery have been mostly well received,

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creating attractions that give mostly good experiences. The investment has been used to try and create newer experiences that are unique and have a modern feel to them. This may have alienated some locals, who wish to have a more traditional feel to their attractions and regenerated historical items, but this had increased engagement from a wider audience, and has got people to come and visit the area, therefore increasing Tourism and economic activity in the town. Civil Society and Businesses have given a lot of time into developing attractions that appeal to a wider range of people and have tried innovative ways to create events and exhibits, which has created a lot more interest in areas which have traditionally seen a decline in Tourism. Wider encouragement of these types of groups to lead Tourist attractions and encourage other groups to help create events for these attractions would be encouraged as a way to help create future increases in Tourism.

Future actions that should be taken by these groups involves, better training of volunteers/staff, clearer explanations of future developments, better use of space, more events (especially unique ones), story telling and carrying out their own market research. Better training of staff will be needed to avoid poorer experiences, encouraging people to come back and spread the good word. One of the problems with the lack of space on certain attractions is that people feel nothing is going on, better explanations of that this is only the first stage of development and what future developments hold would increase interest and decrease fears there is nothing to do, resulting in grater likelihood of people coming back and spreading the good word. Better use of space with the use of more unique events, which could be increasingly organised by civil society and business groups, could also be promoted for future visits, encouraging people to come back, resulting in increased tourism for the future and hopefully more economic activity also. Better story telling of the history of attractions, keeping that local small town historical/ fairy-tale feel will also help people accept some of these newer and more modern developments, gaining wider acceptance and support from locals, making developing Tourism easier as places will seem busier, exciting and welcoming, which Tourists say is important to them.. Finally, carrying out their own market research of what the average Tourist and local feels about individual attractions is a must, as future developments need to be done in a way that is tailored to the average visitor's preferences. This will help to ensure that future programmes will attract wider audiences and be far more likely to bring people back, spreading the good word, resulting in an overall increase in tourism and economic activity in places which historically have suffered a decline.

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## Appendix

### Best attractions Textual Analysis data.

<b>Kino Theatre (Entertainment, History, Regeneration).</b>		
Hastings Comments	London Comments	Other England comments
<p>“We always like to try out new places locally and this cinema was lovely. <b>Very quirky</b>, with a restaurant and gallery in the same premises. The original Curzon cinema closed back in 1977, so it is fantastic that the <b>space is now being used for the purpose it was built</b>. Loved that we also got vodka martinis included in our ticket price! Will definitely be returning and suggest you all take a trip there to experience it for yourselves!”</p>	<p>“This is an exceedingly good place to see a movie. Sofas, arm chairs, tables a bar and normal flip up cinema seats. <b>Also live theatre production, musical events and great quiz nights</b>. There is also good food and art to buy and appreciate. This is a lovely place. I have been to <b>many different events here and I can't fault any of them</b>. Everyone was well <b>organised, comfortable</b> and relaxed. My favourite cinema.”</p>	<p>“This place is a blessing! <b>Culture without being up its own backside</b>. Great food. Great coffee. The best small cinema I've ever been in. What more could you want. It really is <b>unique and special this place.</b>” - Worthing</p>
<p>“Really good food - with <b>great vegetarian options that were definitely not just ticking the boxes</b> - lovely drinks, served well and <b>great staff</b> - totally recommend”</p>	<p>“The best breakfast that I have ever had in the UK and am looking forward to the cinema tonight. Just sitting here and <b>absorbing the surroundings</b> is incredible in itself”</p>	<p>“<b>Fab quirky little place for for film, music, theatre and great food</b>. Went to see Cantique de Noel with Sophie Pullen &amp; Valerie Kurbatova last night - amazing as always”</p>
<p>“I love the <b>diversity of film</b>, music, talks and live theatre that Kino provides - unrivalled anywhere locally. <b>Comfy seats</b> and a glass of wine certainly <b>beat the usual cinema experience</b>. I also recommend the Kino Kitchen for pre theatre dining. <b>Quirky furnishings and great art to round off the experience.</b>”</p>	<p>“We have been several times now and each time has been amazing! Great food, <b>fabulous cinema and lovely people</b>. Can't praise it enough! Actually makes me want to move to St Leonards so we can go every week!”</p>	<p>“Teenage daughter and I popped in for lunch while on holiday in St Leonard's and had a great time. <b>Coffee was good, menu choices were acceptable both to me and daughter and the service was friendly and quick</b>. We sat in the foyer as the other seating was full and had a great time eating lovely food and watching the clientele as they went into the Kino.” - Nottingham</p>
<p>“This is a great local restaurant. <b>Interesting menu, great atmosphere, good value and friendly service</b>. If you are visiting Hastings and want to get a feel for the local art scene this is the place to come. Alongside the</p>	<p>“This is a great local restaurant. <b>Interesting menu, great atmosphere, good value and friendly service</b>. If you are visiting Hastings and want to get a feel for the local art scene this is the place to come. Alongside the restaurant is a fantastic</p>	<p>“Visited Kino for the first time yesterday, primarily because they were showing 'Julieta'. I live in Eastbourne and foreign film showings are few and far between! Chose the matinee</p>

<p>restaurant is a fantastic cinema/theatre and gallery space. I can't recommend this place enough.”</p>	<p>cinema/theatre and gallery space. I can't recommend this place enough.”</p>	<p>performance as it was 2 for 1 and a good way to check out a cinema which looks as if it could be shabby chic in a bad way. Far from it. Comfortable seats (we sat in the conventional seats, can't comment on the big armchairs), little tables for your drink from the back of the auditorium, plenty of legroom, comfortable temperature. Film quality and sound good too. Anyway, having booked the matinee we decided to have lunch first. Overwhelmingly surprised by the food, best meal I've had out in ages! The dish I had, billed simply on the menu as 'Aubergine' was a delicious combination of soft aubergine topped with avocado, feta and walnuts, and accompanied by some wonderfully flavoured dips. Highly recommended! Will definitely be back to eat, and be keeping an eye open for films that won't get an airing closer to home. Thank you Kino for offering such a great experience, long may you thrive.” – EastBourne</p>
<p>“First trip to the Kino and will definitely go back again. Takes you back in time and wonderfully comfortable too. Prices in my opinion not expensive compared to average Odeon or other Cinema chain. And this is much more to my liking than a bland multiplex.”</p>	<p>“Courteous staff who go out of their way to make you feel at home, Wonderful food and very interesting paintings a lovely place to spend an evening everything about this place is right, thats including the price ! Not to mention the spectacular cinema which has been brought back to its former glory.”</p>	<p>“We went with friends and were looking for something a bit different. The placed is informal and relaxed. The food was imaginative and very enjoyable. I rarely have dessert but I was glad I did this time. I also enjoyed the wine which wasn't at silly prices.”</p>
<p>“Lovely little independent cinema/theatre with interesting range of shows and cosy atmosphere. Great addition to Hastings/St Leonards.”</p>	<p>“Went tonight for the first time to see a movie in this great venue. Restaurant with great food and art gallery surrounding it. Had the seared venison which was excellent. Great seating layout with comfy chairs and sofas and a bar! Definitely recommend.”</p>	<p>“What a great place this is! A live venue/cinema/art gallery/restaurant. It has the most terrific vibe. The menu is a bit "different", very interesting and reasonably priced. The art gallery has a relaxed artist's studio feel to it, the theatre is a typical Kino, large comfortable seats, a bar in the corner...We loved it. This is a hidden gem on the St Leonard's scene and needs to be supported. Go along and take a look for yourself. You won't be disappointed.”</p>

<b><u>Church in the Woods (History, Countryside).</u></b>		
Hastings Comments	London & Other cities Comments	Other England comments
“This makes a nice walk on a winters day. Church is <b>quaint and churchyard is well kept</b> . They do a lovely midnight xmas service.”	“A <b>lovely walk</b> around this lovely little church <b>but sad couldn't get in to look inside</b> . Glad it is still standing”	“ I would recommend a visit and the church is very <b>quaint.</b> ” – Worthing.
“A very quaint little church surrounded by woodland. looks even more enchanting in the snow. They hold a coffee morning on the first saturday of every month and the bacon sandwiches are amazing.”	“ <b>We didn't know this church was here</b> , we just found the woods and went for a walk, imagine our <b>delight in finding this little spot with a lovely church and even lovelier churchyard, very pretty, lots of people strolling around and dog walkers.</b> ”	“Attended a wedding here yesterday. Not from the area and thought it was a <b>beautiful and quaint church</b> . The vicar was fantastic and the whole area lovely. <b>Only downside is parking!</b> ” -Norfolk
“ <b>Very quiet and peacefull. It's a really nice place for a walk in the countryside</b> . What lets in down in my view is <b>lack of signs</b> to let people know where they can go.”	“A beautiful little spot. Well worth a visit even for those who are not religious. I often visit <b>for a little peace and tranquillity.</b> ”	“This picturesque church in a <b>small wood is difficult to find</b> and is at the end of a what looks like school road. This little hidden enclave is surrounded by woods and generations of Hastings graves. <b>Another place to escape the hustle and bustle</b> of Hastings.”
“If you want a <b>peaceful walk through woods and visit a beautiful church</b> , then this is the place to go. On a warm summer afternoon it's the most perfect place to be. The church is <b>really old</b> but it is not always open, but be sure to visit if you get the chance.”	“The area is quite <b>replete with history</b> and this place is no exception. If you love old churches and <b>the local history</b> then a walk along here on a sunny day is quite the treat.”	“ <b>Really romantic, fairytale like surroundings</b> . Check church opening times if you want to get in as it's often closed.” - Brighton
		“We returned to the Church in the Wood to retrace my Fathers early years and to visit the grave of his parents. I had arranged to meet the Reverend after their Sunday service. We were met with such affection and welcoming and spent time with members of the congregation over a cuppa. We were helped to the grave which had been looked after so well. It was <b>an emotional reunion</b> ”

		with my Dads past. Such a beautiful Church and Congregation.” – Australia

<b><u>Fairlight Hall Estate (History), (Countryside)</u></b>		
Hastings Comments	London & Other cities Comments	Other England comments
“Wonderful walks in beautiful countryside with sea views. It is also very close to Hastings town with good transport links. It's a great place for picnics or stop off at the Coastguards Cafe which is very popular with hikers and dog walkers.”		“Lovely for walking overlooking the Sea beautiful Views great place for Artists to sketch or paint the beautiful coastal scenery”

<b><u>The Source (Entertainment &amp; Something different)</u></b>		
Hastings Comments	London & Other cities Comments	Other England comments
“My son is disabled but he loves his scooter. We are regulars at the park & often go after school club. When we got there today he was a bit upset because he couldn't go in the plaza. The drops in the main park are slightly higher & he was lacking in confidence. A member of staff called Ben kindly helped my son & was showing him how to drop in safely. He had an amazing time & the staff will go out of their way to help disabled or not. I couldn't recommend it enough.”	“We are local to Hastings so Source is a must to visit. It is safe for kids and as a parent you have the luxury of being able to watch your child play and enjoy a well deserved rest and a nice cup of coffee. Sessions are usually 2hrs and are reasonably priced. My child is always asking to visit where he enjoys hours of fun. If your visiting or are local it is definitely worth a visit.”	“Our boy is 10 and the under 11 sessions on Saturday and Sunday mornings are great for younger children to skate, BMX and scoot in safety and gain confidence.  At these sessions parents are allowed to accompany their less confident little ones in the park.  The marshalls are all friendly and helpful. Always willing to pass on a tip or two as well as help up those who fall. – Battle. Well stocked shop with everything for the

<p>“My daughters school friend held a birthday party here, the staff were on hand at all times and the kids were given a bike and helmet and basically allowed to have as much fun as they wanted. The restaurant/cafe is good. I would recommend The Source Park to anybody. The history is very interesting too.”</p>	<p>“From the initial phone call to leaving the venue, I was impressed by the friendly polite staff. Prices are extremely good and deals to be done with multiple purchases on park entry. Good selection of drinks and snacks at competitive prices! Overall a well thought out and run park.”</p>	<p>skateboarder and BMXer.”</p> <p>“My son loves it here and comes every week so a birthday party was perfect for him. We arrived a little early but that was no problem and they were allowed in a little early for some extra scooter time. The staff were interacting with the kids and could not have been more enthusiastic with them. The party was really good value with great food and cake and the added bonus of the goody bags including a free session and a t-shirt for the birthday boy. All staff were great and helpful and I will book again next year. I would like to thank everyone for making my sons birthday really special!! Its great to see this old building used in such a good way, I used to swim here I get a taste of nostalgia with old photos of the place dotted around!” - Battle</p>
<p>“Source park is a gem! My boys age 7 and 9 love coming here and the staff are always brilliant. The building itself is perfect and as I'm old enough to remember coming here when it was an ice rink, it's so good to see it reincarnated with much of its history retained...anyway my boys shared their birthday party here today and had the plaza hired for them and 10 friends, again staff were brilliant from the moment we arrived. Perry, huge thank you. All the kids had the best time and from a parents perspective so well organised. Be back next weekend with the boys no doubt!”</p>	<p>“Visited source park today for first time, I'm in my 40's and thought the younger staff were great friendly and really helpful towards me DEFO be back soon,thanks Zain!”</p>	<p>“I popped in to the source park during the week to have a look. Wow. The skate park has used a previously run down and derelict building to make a fantastic space for children of all ages to use there bikes, skateboards and scooters in a safe and supervised area. To view is free there is a charge to use the park. Eastbourne – Good use of a run down building – regeneration.</p>
<p>“My 9 year old loves the skatepark. We found most of the staff attentive and care about their work and the facility. Staff on and off duty keep an eye on what is going on in and around the complex. Because of this it feels a safe place to relax. My son skates in both of the parks and the off duty staff, who are</p>		<p>“Love this place from the first email, to telephone call, to our visit. This local business has got it all, a heart for young people, incredible staff each and every one of them, great style and branding and a great shop and cafe. Big thanks to Joe and Beth for helping my son buy his first bike, you're</p>

<p>skateboarding take their own time to help others with technique and ways they can improve. Malachi and Glen especially makes Source a fun community for my son and others to improve their skateboarding. Hazel is awesome with her knowledge and help. In fact most of the staff really make Source a safe, fun and exciting place. The staff make Source more than just a skatepark ! Various BMX and skateboarding events are held there and are free to watch and are amazing!?”.</p>		<p>ace he loves it! We will be back, many many times!!!“</p>
<p>“This place is so good, amazing transformation. Great place to even just chill, but great to ride or skate if you are up for it! Has a foam pit, I feel immortal!” – Regeneration.”</p>		<p>“I’d taken a 179 mile drive down to visit the staff were super friendly including the Marshall that worked in the street plaza room will defiantly be taking another trip down” – NORWHICH.</p>

<b>Alexandra Park (Outdoors, Countryside).</b>		
Hastings Comments	London & Other cities Comments	Other England comments
<p>“The park has everything a daily needs, good walks, a play area for the kids, clean toilets and a cafe. The cafe is ok and offers a selection of food, could be a bit pricey for a large family There is also a small miniature railway that runs once a month well worth a visit.”</p>	<p>Me and my partners visited Hastings for the first time this week end and we have been lucky enough to find a lovely sunny day! Had a generous breakfast at the café in Alexandra Park, a lovely clean pretty little park very well maintained and surrounded by lovely period houses!”</p>	<p>“Must be one of the country's best municipal Parks. It has something for everyone. The kids can play on the modern climbing frames and play area. Adults can enjoy refreshments in the Cafe.when sitting on the extensive decking be sure to indulge your cake fetish with generous slices and a good selection. Opportunities to take walks and view a fabulous collection of mature trees. It's possible to fish in the larger pond ,Tennis courts are available. It's worth looking out for some of the live shows that happen each year. New York has Central Park. Hastings has</p>

<p>“This is the place that makes Hastings. For all its problems, this park is the <b>finest park in the South of England</b>. With several parts split into sections, a great cafe, <b>large areas for kicking footballs around or running and several events through out the year</b>, this park raising Hastings up.</p> <p>An <b>historic park</b> that has barely changed since I was small boy, this place gives me so many good memories or running around with my family. <b>Highlights are the yearly beer festival, armed forces event and fun runs.</b></p> <p>A must place to visit when visiting Hastings.”</p>	<p>“This <b>lovingly restored victorian park</b> is miles long with facilities ranging from large ponds and woodland through to <b>beautifully</b> laid out gardens and lawns, playgrounds, hard court tennis facilities, a bowling lawn and a boating pond and a cafe.” – Renovation – regeneration</p>	<p>Alexandra Park. A fabulous free outdoor space.”</p> <p>“My husband having been born locally knows the park very well, but this was my first visit. We arrived at 09.15 on a Sunday Morning, and I was surprised with how many people were about. Plenty of dog walkers, but also couples, and mums and dads with kids. <b>The autumn colours were amazing.</b> It was a very cold morning (Nov), and the cafe being open that early was very welcoming. We spent a very enjoyable couple of hours here, and I can't wait to come back and <b>spend even more time exploring.</b> <b>We never got time to go and see the more wild areas of the park,</b> but hope to sometime in the not too distant future. It was lovely to see the <b>kids enjoying themselves, also all the squirrels running around</b> as well as the ducks and coots. Amazing and well worth the visit.”- Kent</p>
<p>“I live very near to this park and it's a huge place! You can enter from <b>various different places and walk through the park, woods, reservoirs,</b> all the way through, not far from St Leonard's.</p> <p>There is a <b>model railway</b> and plenty of events held in the park. <b>Ornamental ponds</b> help <b>conserve the wildlife</b> and the rangers do a great job of looking after the place.</p> <p>Plenty to do any time of the year, in the summer it's peaceful enough to find a quiet spot to read.”</p>	<p>“Deceptively large park, where its quite a walk from the town end to the far side. Lots of flora, <b>trees, shrubs, squirrels and birds to spot on your walk.</b></p> <p>There are many places to sit and <b>enjoy the views, particularly the seats overlooking the lake.</b> An ideal place to take your own drink and enjoy the area. Can be a bit windy and sheltered seats can be hard to find, so its best to wrap up well.”</p>	<p>“Here again this weekend. The park looks lovely in its Autumn colours and is <b>immaculate as always.</b> It really is a Hastings jewel. The kids play park is well used but looking a bit tatty, and the big climbing frame has been cordoned off for a while, but I guess this is down to council funding.” – Liverpool.</p>
<p>“I think there is <b>something for everyone.</b> Children can run around, feed the birds and play in the playpark. Adults can have a drink in the cafe and enjoy peaceful walks. Then there is the <b>tennis courts so you can go and</b></p>	<p>“What a <b>beautiful well kept park, everything is just lovely.</b> Well done to the park keepers &amp; gardeners. Thank you Hastings for giving us this amazing space to enjoy. <b>Great family events &amp; always a pleasure to walk through.</b> <b>Nice cafeteria too.</b>”</p>	<p>“Wanted to visit here before but surprisingly never found it. glad we did this time. <b>Loved the different areas throughout the park, from water to arboretums, to formal gardens.</b> something for everyone to enjoy. We did get lost on way back</p>

<p>play tennis in there if you take your own equipment. It's great for playing football and picnics too because it is so big. The only thing that does disappoint me about this park is the fact they no longer have pets corner. I remember going to pets corner so many times when I was younger and it's a real shame children can't experience it now."</p>		<p>and would say a few more maps around would be helpful, as not a conventional shape, rather a Y shape. Can't wait to go back again to explore the areas we did not get to." – West Sussex.</p>
<p>"what a beautiful park , the trees are absolutely stunning , huge , and some have information on them . There are lots of walks you can do, it's perfect for children, big picnic areas and enclosed football /basketball areas and for dogs, well it seems where the children are dogs remain on leads but if like us you like your dogs to run free then there is a large part of the park for them to run and also old roar woods which is all part of the park so loads of free running space. Big lakes too , one you can fish in if you like that sort of thing, all in all a beautiful park , and well worth a visit , an amazing wildlife friendly habitat ."</p>	<p>"I only went there since my friend advertised, but it was far, and it was huge. I wanted to see it all since it was so far. Didn't see anything exciting. There are only some lakes and dirty water everywhere."</p>	<p>"A great place for walks well kept gardens and lakes, there are three parks overall all are different first is nice lawns ideal for picnics with a nice cafe for snacks and drinks. The second has tennis courts etc and more gardens. The third is very woodland for seeing wildlife including squirrels and fishing lakes." – HighBridge.</p>
<p>"The best thing about Alexandra Park has to be its diversity. On the one end you have neat, orderly open space with toilets, ponds, and a cafe. In the middle you have tennis courts, the rose garden and enclosed garden. At the far end, you have exotic trees, dense bushes, a miniature railway, a large fishing lake, and woodland. It's huge, has good parking, and amenities. What more could you want?"</p>	<p>"Large, clean and welcoming. A dog walkers or joggers paradise. Alexandra park, really does deliver. It has duck ponds, children playgrounds, flower beds and woodland, to name a few attributes. I believe lottery money has been used to upgrade it, if true, it's money well spent!"</p>	<p>"A very well kept park. Covers a large area, and is very tidy, with well kept paths. Was surprised at how smooth the grass areas are kept. Walking is an issue for me, so an even surface without holes, makes all the difference to enjoying a park, or just being in a park. A Large space for a park in the middle of a town. The bandstand wasn't in use, but pleased to see one in a park."</p>

Medium/ Average attractions Textual Analysis data.

<b>Hastings Museum &amp; Art Gallery (Entertainment, History, Regeneration). Bad Review.</b>		
Hastings Comments	London Comments	Other England comments
<p>“The only thing about Hastings Museum that ever changes are the local art exhibits. Everything else stays the same, it's tired, old and boring.”</p>	<p>“We contacted the Museum twice beforehand to inquire regarding any 19th century maps, prints and paintings of a number of interesting buildings in Old Town. When we arrived however, although they were expecting us, nothing was prepared for us in the Local Studies Room which was hard to fathom? We waited around and looked at some exhibits but our contact did not find us and we eventually returned to the Local Studies Room where a kindly volunteer hastily pulled out a selection of reference books for us to view. We traveled a long way especially to catch the Local Studies opening times but we were disappointed that our interest in Hastings history was not encouraged.”</p>	<p>“A wealth of things to see from Hastings' past, from seaside relics to a mod scooter, with boards of information to tell the story. But ultimately there was very little to see. If you're at a loose end, it's a pleasant way to fill a maximum of half an hour, but nothing more. At least it's free to enter.”</p>
<p>“needs bringing up to the modern times, the interpretation is very old and poor. Not suitable for children.”</p>	<p>“Good display of art relating to the area but some of the other exhibits lack description or appeal. Walls of photo collage have no description of where or when making a visitor uncertain as to what it is all about.”</p>	<p>“With a museum that is free to enter maybe visitors shouldn't expect too much. However, this museum is a reasonable walk from the beach or town centre and signposts are lacking so get a town map. We double backed the way we came and went into an intricately carved room but the stairs there were also cordoned off so back through the reception hall again (still no eye contact) and up the other stairs we went.</p> <p>Several of the cabinets had signs to say the exhibits were in the process of being redisplayed. The highlights were Grey Owl and the fossil displays. However links to Hastings of some of the exhibits were unclear or maybe just tenuous.</p> <p>All that said, we spent around 90 minutes, so I have to give top marks for value for money but an update of the information, a dust of the exhibits and some staff training would all be a good idea.”</p>

<p>“I'm sure a lot of time and trouble has gone into this museum, and the staff are very pleasant - but the building itself is the best exhibit. The collection is of course diverse, but nothing really takes the eye. My special interest is early porcelain, and none of theirs is that special.</p> <p>Sadly it's typical Hastings - good in parts but not that wonderful.”</p>		
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<b>Hastings Museum &amp; Art Gallery (Entertainment, History, Regeneration). Good Reviews.</b>		
Hastings Comments	London Comments	Other England comments
<p>“found it very interesting and beautiful, history and art works what thought was the best though was a real vesta motorbike and all history of mods and rockers of the 1960s. nice grounds around area to wonder . and a walk up from E S K in the meadows. meadows.”</p>	<p>“Just attended a wedding in the Durbar Hall. What a truly fantastic and unique location for a wedding. The photo on the website does not do it justice - go and see it for yourself. Stunning!”</p>	<p>“what a variety of exhibits, from the Battle of Hastings to modern social history -- Mods and Rockers, a collection of amusing cartoons, a whole Indian room, the story of the famous or infamous Grey Owl -- a Hasting resident who 'converted' to a native American. Some parking available ,all free. Staff very helpful. Interesting building. We spent nearly two hours and still need to return to finish”</p>
<p>“Hastings Museum and Art Gallery is always worth a visit with young children when your in the Hastings area. They don't change much on a regular basis but if it's wet and cold outside, it's worth popping in. Especially if your walking on your way past going into town.”</p>	<p>“Local history of old bathing pool to mods and rockers scooter days. Plenty of good artwork including a "Turner" of Hastings. The Grey Wolf story, filmed locally is most interesting. The Indian sandwood hall is spectacular, can appreciate why weddings ans other function occur here. The Brassey family were very adventurous and gifted our town with some wonderful artefacts. Allow a good two hours to appreciate this wonder.”</p>	<p>“This museum is well worth a visit if you are in Hastings. It has some great interactive displays. We really liked the history of Hastings in 66 objects. There is also a brilliant exhibition of the cartoons of Martin Honeysett. I think this runs until January 2017.” – Like Unique aspects.</p>
<p>“We visited a cartoon exhibition by cartoonist Honeysett which was amazing and great to see some of his fantastic works.</p>	<p>“A fabulous building, and more interesting than might be thought - given all the other historic buildings and sites.</p>	<p>“f Hasting town so probably does not have as many visitors as it deserves. There is a lot more</p>

<p>This is a really good museum and have some amazing exhibits, I have enjoyed coming here since a child and now my kids enjoy coming too.”</p>	<p>The staff were very welcoming, having dealt professionally with a rowdy school party. They made helpful suggestions about what to look at, where to start, given timeframe and school students.</p> <p>The exhibits were interesting and well-labelled, informative. Would have like to have longer there.”</p>	<p>to Hasting history than you realise. Since I was there last they have added the mod invasion and also details and film about the WW1. Also find out about Hastings one and only North American Indian. A must.”</p>
<p>“A last minute trip turned out to be delightful. We have lived in Hastings for the last 15 years but had never been to this museum.It was filled with lots of interesting facts about the area that we didn't know and also a lovely building. Man working in the gift shop was most helpful too. We will visit again !” – Unknown Stories.</p>	<p>“A very interesting place to visit and its free. The Durbar hall is magnificent. What gem. The Grey Owl exhibit about hastings candian indian is excellent. Well worth a visit.” – Unique stories.</p>	<p>“This is an excellent museum, the History of Hastings in 66 objects exhibition is inspired, great photos and displays. Really interesting. The staff are helpful and friendly and there is something for all ages with lots of interactive displays. The Grey Owl exhibition is fascinating.”</p>
<p>“Masses of things to see. You will love this place. From art work to animals there is something for everyone. You can even get married here!!!”</p>	<p>“What a gem ,tucked away in an unusual place,epically being such a grand house but a lovely find.My favourite room and which took my breathe away was the panelled room which is where they have weddings ,I thought this was magical and my kids loved it to.The arts and the history at the museum was very interesting full of details and like I say all free how could u not go .”</p>	<p>“Amazing museum for it's size in an incredible building. Lots of local history including an exhibition of the 60's which brought back memories of childhood family days out. Also an interesting insight into the local character Archibald Belaney also known as "Grey Owl" Facilities are very clean and you can buy a hot drink for £1. The museum is also licensed for weddings which take place in an amazing hall. Well worth a visit and it's free with a car park. It is also wheelchair accessible with a lift to other floors.”</p>

<p><b>Old Town (Entertainment, History, Heritage). Bad Reviews.</b></p>		
<p>Hastings Comments</p>	<p>London Comments</p>	<p>Other England comments</p>
<p>“Lovely place but the parking is horrific sat trying to get out from seafront car park for an hour and still not out!</p>	<p>“Not much to see or say about old Town Hastings other than if, you like old buildings and would like to see how the buildings and small alleyways originally were about 100 years or more ago, then this is worth a visit however if, you are</p>	<p>“10:45am on a Thursday morning and every single shop was closed except for a newsagent. Promptly went elsewhere.”</p>

<p><b>Horrendous”.</b></p>	<p>visiting for the shops in old Town Hastings then, give this a miss.” – Lack of variety.</p>	
<p>“It is a shame to give a negative review, indeed the only reason I am is because of the car parking costs. Hastings council, you will not bring tourists and day visitors here by charging and allowing privately owned parks to charge so much. I came here today and spent a lot of money here, would of spent more if i wasn't restrained by the high cost of parking!”</p>	<p>“It is a shame to give a negative review, indeed the only reason I am is because of the car parking costs. Hastings council, you will not bring tourists and day visitors here by charging and allowing privately owned parks to charge so much. I came here today and spent a lot of money here, would of spent more if i wasn't restrained by the high cost of parking! <b>Also Dirty.”</b></p>	<p>“We stopped over after visiting the Battle Abbey nearby and were quite sad to see the once great seaside town going down. I was really worried about leaving my car in one of the multi-storeys, it looked dingy and unsafe. The streets are dirty and shops are just nation-wide places like everywhere else.”</p>
<p>“Give this place a miss - really. The rubbish thats being sold lets the old town down, over priced with a very rude owner. disappointed after reading the other wonderful reviews of the old town.”</p>	<p>“I used to love Hastings old town- George Street for its interesting and individual shops. It used to be good for lovely art, gifts and a good mooch. Sadly now there are lots of empty shops and the ones that were there were either just weird, scruffy or highly specialised (tobacco or old books) there are a few nice looking cafes and a nice sitting place in the middle but I was really disappointed overall. – Empty Shops problems.”</p>	<p>“First time we had been to Hastings and can't say we'll be rushing back. Has the same facilities as most large towns so nothing really of any interest here. Lots of beggars which was off putting along with really dirty streets and pavements.”</p>
<p>“if you like amusement arcades, this is the place for you, they are a continuous eyesore along the seafront and just encroach into the old town, Whoever allowed such a desecration of what was obviously a lovely seaside town, really needs shooting. That said, the old town was delightful, but the "Hastings experience", I shall never repeat.”</p>	<p>“One half of the old town is lovely and littered with little independent shop with a good selection of different items...but the other half has nothing much to offer...mainly junk shops with large price tags...the sea front has been updated and has a few places for family fun and kiddies rides...one afternoon is enough.. It was for us anyway...but there was a lovely fish and chip shop....cod fathers..where the fish was real fresh and the chips where crispy.”</p>	<p>“Myself and friend felt rather disappointed- not a lot see. Many shops marked"antiques" seems to be just second hand shops. Had to spend the rest of the time sheltering from the weather in a pub! So unless planning to visit indoor attractions,may be worth checking the weather before venturing out to Hastings.”</p>
<p><b><u>Old Town (Entertainment, History, Heritage). Good Reviews.</u></b></p>		
<p>Hastings Comments</p>	<p>London Comments</p>	<p>Other England comments</p>
<p>“1066 and all that just brushes on the surface here as there is so much history in this part of Hastings that one just cannot miss it or get away from it but then why would you want to as this is the beating heart of the area and why people flock here from far and wide</p>	<p>“We had only been to the new part of Hastings when we dropped our son to Uni and so when we went to visit him, he was so pleased to show us the old town. Its a totally gorgeous , quirky place, with good places to eat and drink, and lots of independent excellent shops. Will defiantly be</p>	<p>“If you plan on visiting Hastings then head straight away to the Old Town ; this is the most vibrant , active , colourful , eccentric and of course, historic part of the town. Comprising a huge variety of small independent shops this is</p>

<p>Recommended - you must go here =- enjoy” – Unique History and feel.</p>	<p>back and this time for longer. LOVED it”.</p>	<p>the place to spend time browsing and generally going with the Old Town flow – lots to offer.</p>
<p>“The Old Town never fails to bring a smile to my face. My whole family love this place, and we are blessed to live in the town so we can visit the Old Town whenever we like. The shops are AMAZING! It's a true little treasure tucked away on the coast,” – Unique Feel.</p>	<p>“We visited Hastings last week and strolled round the Old Town to work up an appetite before enjoying Fish &amp; Chips. Loads of quirky shops with some very surprising and unusual items for sale. It is well worth a visit just to browse and wonder who buys some of these antiquities! The Fishermans Museum is nearby and very interesting. We had picked a good day to visit as the weather was mild and the sun was shining. It was encouraging to see an English seaside town so busy in February.”</p>	<p>“Hastings along with many of the Victoria sea side resorts in the U.K. suffered a severe decline in the 1960/70's. In the last 10 years or so many have started a comeback Hastings included. The old town still has someway to go to get away from the arcades and 'kiss me quick' culture but the old town now has many chic restaurants and coffee shops plus a range of shops selling upmarket household fittings. Always a pleasant area to visit.” – Regeneration – good feel Stories.</p>
<p>“A fab place simply to wander. But ensure you have a bit of cash to splash, for the Old Town has some fabulous independently owned shops and restaurants. And the place is awash with some fabulous and talented eccentrics. Go see! And don't miss the little independent cinema for some fab off-beat movies!”</p>	<p>“Tons of food and great pubs available. Cute little shops and a great atmosphere for couples and groups. Great for a sunny day stroll or a weekend party. There always seems to be a festival going on, with Jack in the Green in May and Bonfire in October topping the charts.” Unique fairy-tale feel – unique events.</p>	<p>“As the Fishermen`s Wreck Museum and the Shipwreck Museum were both in that area i had a little look down the old town and thought it was rather charming .With it`s antiques and Retro shops , Pubs , Restaurants and Narrow rds(George Street) , It showed what Hastings used to be like many years ago . The West Hill Lift is also situated in the old part and well worth having a ride up to the Castle or The Smugglers Caves . And get great views across Hastings .The CodFather Fish and Chip shop is highly recommended as well . And if you cross over the main rd from the old Town you will find the beach as well as activates to do along the way . Like putting , Train ride and many other things to do.” - variety of quirky things to do.</p>
<p>“Lots of quirky buildings, plenty of bric a brac and antiques. Nice eating cafes and restaurants. Its where the grown ups go for a night out.” – Quaint.</p>	<p>“It's a great place to visit full of small independent shops selling clothes to antiques if you look around the side streets it's like stepping back in time 200 years worth looking at.2 – Unique Feel.</p>	<p>“I just love this place, its quirky shops, good restaurants and happy people who wish to help you have a good day. There is nothing you cannot find in the old town whatever you are looking for, good steaks, good food everywhere, whether you wish for a big meal or a light snack this is where it is. It is all Good and tryit I just love it.”</p>

<p>“he old town of Hastings is full of things to do. From the amusements on the sea front to the smugglers cave on the hills there is plenty for the family to do. You can get great food at a pub or restaurant or just get fish and chips and sit on the beach, take a tour of the aquarium or Lifeboat station. You'll never get bored in Hastings old town. Something for everyone.”</p>	<p>“There's something for everyone in the Old Town area. Old buildings steeped in history, restaurants a plenty, quirky shops and art galleries, pubs and amusements for the children. All budgets are catered for as regards eating in as well as take-aways. The pubs have entertainment at weekends and some other times. In fine weather a stroll along the beach is always relaxing and healthy. Well worth a few hours of your time (or much more).”</p>	<p>“e High Street is full of interesting independent shops ranging from antiques, cafes and clothes. So don't be Hasty, stay awhile and search out the historic fisherman's net sheds, buy some fish &amp; chips (see my review of the Blue Dolphin) and browse the many junk and curio stores.”</p>
<p>“Love the old town in Hastings, pretty, friendly, totally unspoilt. There is something for everyone from kiss me quick and fish n chips to fine dining. – Something is always going on.”</p>	<p>“I stopped here for a long weekend break and found such a fantastic place, looking around for the Foyles war filming locations and getting drawn into the history of this wonderful place, I would definitely recommend a visit to this absolute gem of a place.- Cultural pull.</p>	<p>“Spent whole morning,could have been all day,exploring the streets and alleyways of High Street and George Street.Bowled over by the beauty of old fashioned half timbered houses, some dating from 1450! Streets ouzed with history and previous trade occupations. Many antique shops were Aladin's caves! Some were more like museums.Large variety of shops,cafes and antiques to admire and browse around. Superb. Added advantage is that George Street is free from vehicle traffic and noise. Could not recommend it more highly.”</p>

<p><b>Hastings Pier (Entertainment, History, Heritage). Bad Reviews.</b></p>		
<p>Hastings Comments</p>	<p>London Comments</p>	<p>Other England comments</p>
<p>“I understand that my home town is trying to be DIFFERENT, but please, for the love of candy floss bring back some traditional elements of what a pier is supposed to be about. I took my grandchildren on the pier and they said, and I quote, "this is boring". I couldn't agree with them more!! A few huts here and there, none of them were open, an OVER PRICED</p>	<p>“Really fancied fish &amp; chips and as we were near the pier we headed to the restaurant. Sadly it was a bad decision. The fish was so oily I had to soak it up with my napkin, the mushy peas had dried up and the chips tasted old. The staff, although friendly and helpful, kept asking if the food was OK. A faulty music system skipped and jumped which was very</p>	<p>“Found it was disappointing as there was no attractions open despite being half term holiday. The only place open was a static exhibition about the history of the pier and the restaurant. Having said that we did eat outside having some good fish and chips in shirtsleeves in October!” – Lack of events – lack of Variety.</p>

<p>cafe. Oh and a gigantic Pirate ship stuck in the middle of a <b>HUGE EMPTY SPACE!</b> Get your act together Hastings, if you want the Pier to be FULL of people, <b>RETHINK</b> what you've done to it."</p>	<p>distracting. Lastly and probably the worst for me was that the restaurant was chilly, we had expected a warm retreat from the weather. <b>A disappointment."</b></p>	
<p>"The first thing you notice is the vast open space not a ride or anything of fun that you expect to find on a pier it has a restaurant, a coffee shop, and <b>a few sheds selling nick knacks and more food, the original pier burnt down many years ago.I cant see the point of this replacement."</b></p>	<p>"Enjoyed my experience in the pavilion with my family, until my father and myself <b>experienced an uncomfortable atmosphere from the person who we believed to be the on duty manager.</b> When unsettling and unprofessional looks and comments were made towards us. We would happily visited the pier again, but, we would like to think that these issues will be taken into consideration, so myself and <b>others experiences would be more enjoyable,</b> as we are <b>dissopointed with the level of management.</b> Although, we were very happy with the level of service we received from the pavilion as a whole." –<b>Too many rules, too many restrictions – feeling unwelcome. "</b></p>	<p>"utter rubbish <b>never been so disappointed in a pier in all my life boring waste of a walk to the end you have to change it to a family pier</b> and me and my wife have no kids so what does that tell you are trying to be too upmarket for the area (get fun back in Piers)".</p>
<p>"In my mind (others may and will disagree) <b>this is not AN ENTICING SPACE.</b> I walk past it 3 or 4 times a week and since it opened it has <b>NOT been heaving with throngs of people at all.</b> I braved it and stepped on board the Plank and was looking for the exit again very quickly. The <b>few small SHOP HUTS are shut, everything else left me shaking my head.</b> The food and drinks are well over priced and undersized. I could step off the pier and nip over the road for the same drink or chips for half of what they were charging. <b>A few scattered rides for children, plenty of space for events, more space and oh did I mention how spacious it was?</b> All in all it's one massive plank of wood with amazing views that I could get from a stones throw away by sitting on the beach."</p>	<p>"errible. <b>Very unprofessional. Expensive - only on for 45 mins! Rip off. Don't bother.</b> Other than that pier lovely but again outdoor activities <b>very expensive - especially if you have more than one child!"</b>.</p>	<p>"We were <b>quite disappointed to see that there's nothing on the pier - it's just a vast decking space with a squat wooden shed-like building</b> on it. No amusement arcades, very few stalls (and those were closed), just plain blank decking. It's sad to see a <b>modern take go totally wrong."</b></p>
<p>"I used to go fishing of the old pier, and ave been waiting for it to open again so I can go fishing, very disappointed that <b>you cant fish..why didn't they build a platform on the end of pier like Eastbourne, people liked to watch people fishing its part of the attraction.</b> i also found the pier boring if your over 10 years old</p>	<p>"Pier is. <b>Dry disappointing, nothing much going on and not enough to entice me there again.</b> Winter there will be even less."</p>	<p>"We can only describe the new <b>Pier as lifeless with no soul,</b> if you are expecting to see a recreation of the old Pier you will be disappointed. <b>A shame for Hastings really ,as it still has the attraction of an old fashion seaside resort</b> .Perhaps you have to be young to</p>

<p>.money badly spent its mostly just decking nothing else ." too many negative rules.</p>		<p>understand it , sorry to say we did not !" – Unwelcome – No Soul.</p>
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**Hastings Pier (Entertainment, History, Heritage). Good Reviews.**

Hastings Comments	London Comments	Other England comments
<p>"held an event on the 11th of February 2017 at The Pavilion Restaurant &amp; Bar. The room when we arrived was set up as requested as per our requirements. The Management and staff worked excellently with regards to serving the food at each table again as previously arranged with the restaurant. Working quickly and quietly with a total application to detail with every serve. Staff were available all through the evening but kept in the back ground as not to disturb the event in any way. No request was too much for our customers and the feedback we have received today from each is of great service,great staff and great restaurant we are holding another event very shortly and look foward to this as well as any others in the near future."</p>	<p>"Our piers have really suffered of late and age has taken its toll of their method of Victorian construction. Devastating fires have also taken their toll as with Hadting's pier. Their saving and renovation is therefore thrilling to see and in the case of Hastings, they've created a fantastic wide open space amongst the waves. They haven't tried to recreate the Victorin splendour, rather a contemporary design with loads of potential uses. Well done Hastngs. An open air screening of Jaws with the sea all around and now a ski slope are examples of the things happening since it was reopened in April 2016." – unique events.</p>	<p>"A pleasantly unusual pier free of noisy amusements and the like. There aren't too many facilities yet, but there's an interesting display on the history of Hastings and the pier as a seaside resort which provides a warm shelter on a cold day! Food and drink are available from small stalls. The absence of permanent buildings makes the pier seem very wide."</p>
<p>"held an event on the 11th of February 2017 at The Pavilion Restaurant &amp; Bar The room when we arrived was set up as requested as per our requirements. The Management and staff worked excellently with regards to serving the food at each table again as previously arranged with the restaurant. Working quickly and quietly with a total application to detail with every serve. Staff were available all through the evening but kept in the back ground as not to disturb the event in any way. No request was too much for our customers and the</p>	<p>"Recently repaired and re designed this pier is now a stylish and relaxing place to be. No arcade or funfair (and no smoking too), you can eat, drink, walk, people watch and relax. Lots of events are taking place too, we just went to an arts laser and music display, free! Programme of bands, films and much more. Quite different from any pier I have visited before. Lovely. Short walk from town centre and not too far from the slightly self-conscious, newly trendy but pleasent old town, also worth a visit."</p>	<p>"We visited Hastings pier for the first time this January 2017, whilst staying in Hastings. Its a beautiful pier, great to walk along, people watch, lovely coffee , and very interesting information about the history of Hastings and the pier in the exhibition room inside. There is also a camera obscura on the top deck too- which is a dark tent with a changing view of hastings from inside- not sure how it works, but is interesting all the same!"</p>

<p>feedback we have received today from each is of great service, great staff and great restaurant we are holding another event very shortly and look forward to this as well as any others in the near future.” – - good staff – events Regeneration.</p>		
<p>“What an amazing job they have done on the new Hastings Pier, quirky little shops and food huts, especially a little shop called The Peer Collection. Ice cream, Hot Dogs and a brilliant ride on a Rickshaw, well worth a visit whatever the weather.”</p>	<p>“This Pier is astonishing. I returned here after years of watching it progress and finally, ta-dah!! The decking is gorgeous, the set out is just wonderful for the eye. The pier then has a selection of food, brick-a-brack and even a fortune teller stall. Very good for a wide audience, when we visited there was a punch and judy show on, was amazing and felt like a blast from a 1970 photograph with all families watching and laughing. It was just utterly beautiful. On a pleasant day this is stunning. Very impressed and as a lover of the South, I'll be back!!”</p>	<p>“We had a fun afternoon and evening on the pier last week Security as Pleasant range of snacks and drinks not just bars toilets were kept clean throughout the gig. Impressed with the whole experience lovely venue so pleased to be out and about on a local landmark with new legislation as of life Love the pier And lost and found staff at the pier office we lovely the next day A credit to Hastings”.</p>
<p>“The restored pier has been extremely well done, with great attention to detail. Plenty of places to eat plus lots of seating. Like the 'huts' selling a wide variety of (mainly) tasteful items, plus more food. Lots of outdoor entertainment for children, some quite unusual - the cost can soar quickly though! Plenty of room just to stroll around and enjoy the sea air and views. Enjoyed the history of the pier exhibition which has interactive elements for children. So good to see a pier restored.”</p>	<p>“Yesterday was my first visit to the pier since its reopening after the restoration, I was very impressed with the restoration. They have managed to keep a feeling of a traditional pier with a modern twist. Very impressed with the design and quality of the overall look and must say the toilets were very well designed and clean. Lets hope it all stays this way and people can enjoy it again. We must keep British seaside piers, it is our heritage. May need some extra seating but I assume this is something which will be added when funds available. Full marks to the team that did the restoration.”</p>	<p>“I had been wanting to visit the pier since its renovation following the fire in 2010. I had been in the town the day following the fire and was so sad to see and smell its devastation. To finally visit what seemed like a building raised from the ashes was wonderful. What a great and tasteful renovation it has been too. We walked around the pier and looked at the sea and explored some of the huts that were open. There was a band practising (The Levellers) so the end of the pier was off limits. It's great to see that there are some well known bands now coming to this venue. Well worth a visit.”</p>

<p><b>White Rock Theatre (Entertainment). Good Reviews.</b></p>
<p>Hastings Comments “Visited this theatre for the first time with my disabled wife. Staff could not have been more kind and helpful.</p>

<p>London Comments “The staff are very helpful and friendly. We have never been disappointed when we have seen a show here and we have</p>	<p>Other England comments “A lovely night at the Theatre with a very pleasant per event supper a truly wonderful evening in</p>
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<p>Although where we say was on level seating stage view was not restricted. Show was excellent with good sound quality and lighting. Happy to recommend this theatre to anyone .”</p>	<p>been go I'm going since the 1980's. Just recently we have seen Joseph and Caranby Street. There are ample toilet facilities and a lift to every floor a nice bar and big restaurant overlooking the sea. Its very reasonably priced. Great theatre.” – Friendly, welcoming ,comfortable.</p>	<p>Hastings we will return again.The per theatre supper in the theatre bistro was especially pleasant!”</p>
<p>“We find the White Rock a lot cheaper than London prices and the staff are always polite and helpful. You can see quite well from most viewpoints in the theatre. We loved the panto this year and look forward to more great productions in the future...”</p>	<p>“Friendly and relatively small theatre so no seat is far from the stage. The shows are well produced, obviously well received by all and never so loud that enjoyment is spoilt. Ticket prices are reasonable and bar prices typical of most theatres. There are two bars and also a cafe for pre-show meals, though book early for a table.”</p>	<p>! Cannot rate this little venue high enough. Staff are excellent, variety of shows are great and reasonably priced. Would recommend to friends and family.”</p>
<p>“The staff are lovely , welcoming and helpful. If you get membership you get brilliant deals and the pre theatre dining makes for an all round lovely evening out. Compared to Eastbourne it is worth the extra mileage for the deals and friendly atmosphere. Well done Hastings !”</p>	<p>“Staff were extremely friendly and helpful at the theatre. Everything was well organised and brilliant show. We had a pre show dinner in the cafe. The food was great and again staff were friendly, helpful and very cheerful. This was our first visit and would definitely come again.”</p>	<p>“As for the theatre itself, it is a delightful 1920s building that has retained much of its original character.</p> <p>The staff are all lovely! Truly, I could not fault one of them.</p> <p>The restaurant is delightful, although the food was a little disappointing, but in light of how glorious the rest of the evening was, it was a minor detail.”</p>
<p>“Always a great evening at the White Rock. Often have a meal before the show. Friendly and warm atmosphere.”</p>	<p>“We have enjoyed many performaces and Pantomimes at the White Rock Theatre. We especially enjoy the performaces put on by the White Rock Theatre Summer Youth Project. We're really looking forward to this years production "HAIRSPRAY" A lovely cosy, welcoming theatre with the feel of being at a London show but without the cost. Deffo recommend Theatre and restaurant.”</p>	<p>“We visit the theatre regularly and have always enjoyed the shows. More recently we have had a super meal in the restaurant before the performance. Excellent food, friendly staff and lovely surroundings. A very good way tp start the evening.”</p>

**White Rock Theatre (Entertainment). Bad Reviews.**



<p>live here, dont love the town, talking rubbish over rubbish.”</p>	<p>very very small, about 3-4 stalls; mainly selling touristy bric a brac. Nothing special at all.”</p>	<p>discarded on the beach. I couldn't rate it above average because there's not much there, but investigating is fun.”</p>
<p>“We live in Hastings and visit the stade and the beach regularly. I'm always disgusted by the amount of mess just left on the beach by the fishermen. I know it's a normal for things to be washed up on the beach but take some pride in the fact that people come to Hastings to walk along the beach and look at the fishing boats and the fishermen's huts. If I'm disgusted by it, live here and know to expect a little, then what do you expect the tourists to think? Clean up the beach when you're not catching fish and you may well get much more respect than you already do. After all, most of the stuff left on the beach comes from some sort of sea going or fishing vessel.”</p>	<p>“Friendly but ridiculous queue. Waited over 20 mins for pot of tea but person served apologised for wait. Lovely location and you can pack kids off to amusements while we relaxed. Bit more upmarket than most places in Hastings and they even serve alcohol too.”</p>	<p>“The Stade is a sea front area in Hastings which hosts amongst others the Jerwood Gallery, Ship Wreck Museum, various net houses and coffee / cafe outlets. Theses are ok but for me the biggest disappointment is the large a area behind that runs up to the beach shingle; there is nothing there ! Just a space with some floor markings showing where the old donkey powered windlass operated ; all well and an important slice of history but for goodness sake this area ought to be buzzing with street performers/ a Punch &amp; Judy, local farmers markets , flea markets , craft markets , etc etc . This is a fantastic location and deserves better from Hastings Council.”</p>

<p><b>The Stade (Entertainment). Good Reviews.</b></p>		
<p>Hastings Comments</p>	<p>London Comments</p>	<p>Other England comments</p>
<p>“From the tall black fishermen huts, to the fish stalls that sell all manner of items, the Stade is something you cannot miss. Wondering around the huts selling fish caught on the beach is a real step back in time. Lots of things to see and do here.”</p>	<p>“Every seaside should have a Stade! The history of the fishing fleet at the museum, the boats on the beach, super photo opportunities around the net huts, the fresh fish for sale, the cafes, pubs and chippies all offering first class refreshments... The new Jerwood gallery, sympathetically designed to blend in, the roundabouts and crazy golf for kids of all ages and of course the ice cream and candy floss makes this whole area perfect for a relaxing holiday for those who don't want to just sit on the beach.”</p>	<p>“This is an area of shingle beach where all the fishing boats are, near to East Hill funicular railway. Free Fishing museums here and also there is a miniature steam railway here. Also old Hastings 5 minute walk away.” – Lots to do here.</p>
<p>“Great staff and menu to suit every taste. Been coming here for last 4 years on a regular basis. The staff are not only helpful but are also so very friendly. Even when the queue is out the door they manage to treat you as if you the 1st of the day.</p>	<p>“The Stade, an area next to the harbour and Old Town of Hastings, used to be an ugly car park, where coaches dropped off foreign students and lorries parked. When the Jerwood Gallery was built, it was turned into an area for activities such as the Herring Festival, Hastings Seafood</p>	<p>“from spring to october there is weekly saturday night free events, sometimes donatetions or big events like ska evening, adults children, older people, disabled everyone can enjoy these great days, evenings, right next to fun fair, old town</p>

<p>Portion sizes are huge,fresh, and most of all very tasteey.”</p>	<p>Festival in September, a Punch and Judy festival and old car rallies. It’s also a good place to drink coffee, eat fish n chips and go to the toilet ( plush ones are in the square). If you want to go to the Jerwood and see the art, you can also eat in the café overlooking the square.”</p>	<p>shops, modern mixed with old and right next to the sea, excellent!”.</p>
<p>“The Stade and Rock a Nore is a great historic area of Hastings to walk around and explore. The tall black net huts create a unique environment and I never tire of the beautiful colours of the fishing boats on the shingle beach.” – Historical Feel.</p>	<p>“This is a fascinating place to visit. Full of historic charm. It is however a little difficult to navigate due to the large amount of fishing equipment stored on the beach. lots of trip hazards so take great care. It is very popular with artists and painters alike. You can see men repairing nets in the traditional way.”</p>	<p>“Always an enjoyable visit to the Stade in Hastings, always something different to see, the local fishing boats and the net shops used by fishermen to store their nets and equipment. Lots of Hastings history to see in the Fishermen's Museum which is located in the former Fishermen's Church of St. Nicholas. The miniature railway runs on to the Stade, if you are interested in the old tow of Hastings worth a visit. I often take a stroll around the area with the camera, always something interesting to photograph.”</p>

Worst attractions Textual Analysis data.

<p><b><u>Jerwood Gallery (Entertainment, History, Regeneration).</u></b></p>		
<p>Hastings Comments</p>	<p>London Comments</p>	<p>Other England comments</p>
<p>“Overall I was surprised how small the gallery was and apart from considering coming to another baby event which was good I probably wouldn't return as I think the entrance fee is way too much for what is there” – needs more local art, enjoyed local themes.</p>	<p>“The current exhibition downstairs were things like a bust of Mrs Thatcher with babies hanging/biting her huge exposed breasts (really) covered in blood. If that is what turns you on and you consider to be art you will love it here. We wanted to get out asap and call the Samaritans. They do have a Lowry upstairs. Summed up by young boy visiting with parents who said ‘crap’ to most of what he saw. The downstairs exhibition probably gave the poor kid nightmares for the rest of the week. You would be much better going to see the excellent huge alfresco black and white photos currently showing fixed to the</p>	<p>“Went to Hastings specially to see 100 Modern Artists exhibition and were disappointed. Would have liked more Ravilious being a Sussex painter. Disappointed that we saw painting that we had seen before in previous – not unique. exhibitions,although striking the Maggi Hambling painting - seen it before. Was interested in the William Roberts painting, but had to wait until I got home to read more about him. Would have been nice with a catalogue. As Christmas round the corner, a few gift things in the shop maybe?</p>

	<p>adjacent 'fishing net shops' taken by John Cole showing Hastings and Dieppe gnarled fishermen. That's free all the time. <b>Jerwood great disappointment</b> (although it had nice views of the sea from the cafe) <b>and a great missed opportunity</b> to make something great and worthwhile by Hastings Council. <b>Never again." – Better elsewhere</b></p>	<p>The Albert Wallis items - not new they were there last time! About two years ago. The leaflet given with the ticket covers 2016. From a marketing point of view a new programme should have been issued in July showing 2016/2017 to show exhibitions in 2017 to <b>encourage us to come back.</b>" – failed to do this.</p>
<p><b>"Just poor - how much to get in!!!!</b> cheaper to go to London and see some real art. <b>Should never of been built.</b>" – <b>"We found this gallery to offer really poor value for money.</b> £16 for two of us to visit and we were inside less than 20 mins. I guess art is a very personal choice and we didn't enjoy the Joffe exhibition and found <b>very little to like in the permanent exhibition space - which is very small. Overall, really disappointing.</b>" – small space – not long – not much to do – too small – not value for money.</p>	<p><b>"We visited the Jerwood Gallery on a wet morning and wished we hadn't some works by local artists, but the main exhibition of sculpture left me wondering what it was all about.bothered.</b> The entrance fee of £16 for two was a waste of money when you consider the standard of the exhibits. Our two year old grandson can produce similar work to a lot of the so called paintings. We were tempted by the fact that there was a Lowry exhibition on but there was very little evidence of his famous work.The gallery did point out that they were his <b>"less well known works"</b> and I can see why.</p> <p>My wife is an artist and like me she was very disappointed. There was one painting of three mugs entitled "Three mugs" My wife and I felt like two <b>mugs for paying £16 to get in.."</b></p>	<p><b>"I had heard good things about the Jerwood so I was determined to visit it. It's in a good location, blending in with the adjacent fishing huts and with a good view over the boats and the sea beyond.</b> But for the £9 entrance fee the range of exhibits was a bit disappointing. There was an interesting display of photos and pictures related to Picasso and Nice shop and good cafe though."</p>
<p><b>"i was impressed with the building, it flowed well, with good windows over the surrounding areas, the entrance fee of £8 is to high, and there are no reductions for seniors, there is a café, but you have to pay to get into the building to eat, when we were there was no hot food, the chef had to go walkabout. its a small gallery, they have an interesting small section of twenty century art and sculpture, the visiting exhibition of Quentin Blake was disappointing."</b></p>	<p><b>"An attractive building, and some interesting paintings. I liked the Lowry seascapes and some of the items of the permanent collection. But it is too small to warrant such a high entrance price."</b> – Not enough in them.</p>	<p><b>"A lot of space about very little quite frankly. Was more use as a car park than it is now. Very few people paying quite a lot to see not the most interesting content."</b></p>
<p><b>"Came here to visit having often admired the building from outside since it was built. What a disappointment. Extremely expensive, with a snooty air, and the contents were banal in the extreme.</b> Admittedly I had just come back from a weekend in Vienna admiring some top notch art, but really the contents of this</p>	<p><b>"our first visit to the Jerwood was very disappointing. The current exhibition is too macabre for most punters I would say, and we regretted parting with the entrance fee. Unless you like to be challenged with scenes of violence and death, wait to see what their next offering is! – Not enough diversity, not enough events, not enough in the gallery.</b></p>	<p><b>"As a lover of both art and architecture I find the Jerwood Gallery an underwhelming, disappointing, and for the size of the place, an over priced experience all in all.</b> This is not a knee jerk reaction, this was our third visit, and the last, will indeed be our last ( I hear my wallet screaming ' Thank you ! ). <b>The galleries</b></p>

<p>gallery are way too poor for its hefty admission charge and the modern building generates a false expectation for what you might see. I got the feeling it had an over inflated opinion of itself. The cashier on the front desk was snooty as well and insisted on charging me full price as I had left my student card at home, plus she made my parents (seniors) pay full price also as they had left their membership cards at home, and the seniors discount didn't apply to day visitors. My advice - don't bother with this one.”</p>		<p>at the De La Warr, Bexhill and Eastbourne's are free for the most part. Although to be fair they will still mug you financially in the cafe's and gift shops. Seems the art mafiosa have the catering tied up in these galleries LOL. If your starting to disappear up your own bottom in a rapture of pretentiousness then this is the perfect place for you. How ever if you've started to notice the emporer is indeed not wearing any clothes then stay clear of this one ; )” –Eastbourne</p>
<p>“This is probably because I have lived in Hastings for well over 30 years but, I think this gallery is purely for the tourists and is a bit fo a blot on the Hastings seafrong. They spent millions building it and I would be surprised if many locals spent any more than 1/2 an hour in it since it was built. Save your time and money and have a go on the funicular railway. The views are to die for and you won't regret it.”</p>	<p>“This is a stunning building; it reflects the local vernacular, but in a starkly modern way. The permanent exhibition - the Jerwood collection is very good, but the temporary shows always disappoint. in these ways it exactly mirrors the Turner in Margate.” Overhype, great expectations – disappointment – not Unique enough –mirrors other stuff – too small. “he ambience was cool, but a little clinical in some areas. We had a bit of a wait after ordering and this became somewhat protracted. When my wife politely asked what had happened, the guy who served us mumbled something unintelligible and then walked off.” – Rude Staff</p>	<p>“My wife and saved £9 each (£4 if your a resident ) by trying to look through the filthy widows, Saw the pre school paintings upon the walls , which some one had decided to exhibit. It does encourage the children I suppose . I think they were done in the adjacent nursery, café ,which like the gallery was also empty .give it six months to turn into a nail bar . Save your money spend it in the town , which is still lovely .We did. The pier looks like yet another bad decision, yes its still not open and being rebuilt but already its lost its charm completely.”</p>

<p><b>Clambers (Entertainment).</b></p>		
<p>Hastings Comments</p>	<p>London Comments</p>	<p>Other England comments</p>
<p>“I did visit last year and was not impressed but was told by friends that the place had been refurbished so we decided to give it another try. I wish we had not bothered the whole place seems run down and there</p>		<p>“So pricey for what it is ! Tables sticky , staff are so young they should be playing ! £3.60 for a jug of value juice !! Kids had a blast but seeing it from a parents point needs a good clean !!!!”</p>

<p>is a strange lingering smell. Staff very average they are mainly teenagers the one good thing was the free parking.”</p>		
<p>“I went to clammers today with my sister and our 1 year olds, The children had fun but I must say it looks run down, it smells and there weren't any soap in the toilets and the hand sanitiser was empty! Toilets look exactly the same as they did when I took my 2 year old nephew 14 years ago! Expensive for what it is and food isn't nice! They give you a table number and call it when the food is ready but I had to wait for someone to come over so I could ask for sauces but it took a few minutes as they were too busy chatting! Okay for somewhere to go when the weathers not very nice but That's it.”</p>		<p>“A tired and overpriced soft play. Very little to keep a 3 year old amused seems to be a lot of space on the top level and nothing fun for the children to do. There was a lot of dirt/dust/rips on the equipment thankful they had a hand sanitiser on leaving. Would not recommend at all and at £7.50 for a 3 year old...save your money!!”</p>
<p>“t was that it's hugely overpriced for what is essentially soft play. We had only intended to use the under 5's area. Immediately we noticed that all of the children in the area were above 5. They were throwing equipment around and using the slides etc. My little boy was terrified as he was knocked over a fair few times. At one point an adult even joined in throwing the equipment around. Surely there's some health &amp; safety issues here? I didn't see a single member of staff ask the older children to leave the area, or even ask the grown man to stop throwing the equipment.</p> <p>When I posted my feedback on Facebook, I was shocked by their response; simply that they are not a crèche, and our not responsible for looking after my child. – poor response on stated concerns. - Also that a lot of families believe they are a crèche and this is why they receive bad feedback... Glad they appreciated my feedback.</p> <p>Don't go here! Go to the Play Station Eastbourne; far cheaper &amp; most importantly safer!” – better safer</p>		<p>“I am absolutely shocked with the overall service and quality of that place. When you enter your nostrils are filled with a horrible smell of dump and the floor is filthy. My children were coughing throughout their stay as they were sensitive of dust, filth and dump. I did not feel welcome as the staff never smile although you end up paying quite of lot of money to enter (I have three children under the age of 10). Although they have refurbished the place, I did not see any difference at all. The food is appalling and under cooked and the amount and the quality does not justify the amount of money you pay for it.. My children ended being sick after eating under cooked chicken. I am planning to report them to the Food Standard Agency and East Sussex Environmental Health as they do not seem to care about children, just how much more money they make. Such a shame that Hasting is lacking playcentres for children but I'd rather travel miles away to any other playcentre but at least my children would be safe and happy – GO</p>

<p>places in nearby towns.</p>		<p><b>elsewhere in order to feel safe.</b> . If you read my review, please avoid going there for your children's sake. Thank you reading my review.”</p>
<p>“his <b>place is filthy.</b> I actually didn't want to sit on the chairs. The place was heaving when we went , which shouldn't be a fault. However half the <b>children in there were playing so rough. Basically beating one another and parents or staff don't seem to watch or care.</b> There were a group of 5, 6-7 year olds in the toddler section having a <b>full blown kicking and punching match. We ordered food and quickly left.”</b></p>		<p>“Run by young girls the toilets are absolutely rotten I had to hold my breath never cleaned .we stayed till the very end they swept with dustpan and <b>brush I can't believe this place is still running and not shut down .balls are disgusting and not cleaned .i think this place needs trading standards to visit .id like to know how there hygiene rating is 5*.</b> <b>Really want my money back .</b></p>

<p><b>Hastings Castle (Heritage).</b></p>		
<p>Hastings Comments</p>	<p>London Comments</p>	<p>Other England comments</p>

<p>“We went to see this Castle, with our son who has learning disabilities and loves old Castles, we payed to get in would have been about 20 pound for four of us but due to our son we didn't pay as much, sadly there wasn't any thing there only an out side wall, it's was very small we went to see the dungeons that have stairs doing down the nothing but a dead end . My children where very disappointed, we have been to many ruins and this one really wasn't worth the money. Nice views to the sea but you can get that anywhere from the cliff.”</p>	<p>“If you are a historian you will like this place. There is a building that shows a 20 minute film around how the castle was built and eventually how a large part fell into the sea, and the Normans coming over and King Harold and all that. But it is nearly a fiver for an adult to get in (July 2016) and that is too much. Yes, there are family tickets which work out cheaper. yes, you can make out where some of the bits of building were amongst the few remaining ruins, but this is basically a photo opportunity from on the hills that says 'I've visited the Castle'. If they reduced the price to half what it is, then I would recommend it.”</p>	<p>“Hastings No 1 visitor attraction? Apparently, but don't bother trying to visit, it's closed. Seriously? Their website still says it's open and you can apparently buy tickets.”</p>
<p>“Not much left to see, personally I don't think there should be an entrance fee, probably OK for younger kids on a school trip.”</p>	<p>“The castle ruins are very expensive with a £4 entrance fee per person which together with a film show that is years old and very poor quality we came away from here feeling that we had indeed been ripped off.”</p>	<p>“We got to the entrance shed thing but no-one was there</p> <p>While I was waiting my wife walked into a grassy area, not knowing it was part of the attraction (REALLY!) - The attendant returned and advised there was a show scheduled in 30 minutes.</p> <p>My wife said “We'll be back for that” Said to me while walking away – “I think I've seen the lot, can't believe that was it!”</p> <p>It'll take you 5 minutes - £4.75 (kerching!)”.</p>
<p>“Considering its history and stunning location, the visitor experience to Hastings Castle is quite underwhelming. Council needs to make more of an effort. – Uncared for.”</p>	<p>“we wanted to go to the castle and we were really looking for this. but as soon as we arrived at the ticket office we were disappointed. I do understand how important this castle is historically for the Hasting and for the U.K's history. Having said this, the entrance price is too high to see just ruins and the sightseeing view. If you go to the hill on the side of the castle you have the same without paying.”</p>	<p>“We were staying a few miles from Hastings but we love castles so traveled here to see the whole 1066 history. All I can say is what a let down. I really don't see how they can charge £4.75 per adult to walk round this for all of 15 minutes.”</p>
<p>“Think this a waste of money, not a lot to see, can stand on West Hill and see the views. Not sure if you can purchase combined ticket with Smugglers</p>	<p>“What a disappointment! Just a lot of ruins and not even close to the battle of Hastings. Built by William 1st as a temporary camp before the battle 6 miles away. The views of</p>	<p>“The lack of direction signs didn't help... After the struggle of finding the entrance we found it locked. There were so many people disappointed</p>

<p>Adventure.” – Tickets need to purchase more- get a combined list of attractions, 1066 ticket area perhaps – people feel they get value for money,</p>	<p>Hastings were good and the coast but nothing else to recommend it. Use the cliff railway for equal views.”</p>	<p>people wanting entry ... Madness but in the meantime there were loads of French students wondering around the ruins .... What a complete wasted journey ... Someone at the not to waste our time and go to the smugglers cave over the green. I feel for the visitors paying for the hill tram and not getting in to the castle.”</p>
<p>“This is an open area yet fenced off with barbed wire to prevent tourists. it generally makes the area look crap.  It was TERRIBLY PRICED too!” – not maintained – feeling unwelcome – uncared for – not inviting.</p>	<p>“This would've been delightful had it been free because essentially there's nothing that makes me think these ruins are being looked after nor that we are paying for a service... There are no guides- not audio nor spoken or written. There is no point is going if you haven't already done your own research to bring with you. The views are lovely in autumn when the bushes aren't fully taking over. Definitely a neglected treasure.”</p>	<p>“Hastings castle we found was very much overpriced for what is there. Ok we new the castle was a ruin but blimey we were charged approx £15 for 4 of us to walk around a very small site which was once a castle. a major portion of it has disappeared for ever down the cliff face and what is left will take you approx 15 minutes to view. The dungeon was very disappointing and to be perfectly honest we felt this visit was not worth the effort in getting up the hill. My own opinion is do not waste your money.”</p>

<p><b><u>West Hill Café’ – Entertainment/ Food).</u></b></p>		
<p>Hastings Comments</p>	<p>London Comments</p>	<p>Other England comments</p>

<p>“The only reason I give this place two stars and not one is the location. It’s a great shame that the current owner can’t refurbish this place to the standard the location deserves or give someone else a chance.”</p>	<p>“The only reason this place gets a "poor" and not a terrible was the view. As soon as we entered the place was full of fried food smell, seems like they need to clean or install their system to take the food smell from there. It is an old restaurant, nothing special at all. Ordered a coffee and it smelled like burned coffee. This place could be so much better if only they changed the way it looks but still maintaining the same old feeling.”</p>	<p>“Thought it would be good to go up and have a real fish &amp; chip lunch with a view - how wrong we were. The only good thing going for this place was the view. Staff were rude and difficult to understand. I ordered one haddock and chips and asked for a small portion of cod and chips. I wanted a small portion from the children’s menu (for health reasons), but was told they were all one size (I should have been wary then). I could not believe my eyes when the plates arrived - it’s Hastings and was expecting real, fresh battered fish and chips. We were served frozen chips and frozen fish - probably the cheapest from the supermarket, or such. The sachets of vinegar, ketchup and tartar sauces were thrown onto the table and must have been the cheapest available - yuck. I spotted the cakes in the cabinet, all were looking very dry and unappealing. What a total disappointment. Avoid at all costs.”</p>
<p>“have lived on the West Hill for 12 years. The cafe was poor when I first arrived and is worse now. The views are wonderful - end of story. I don’t think the blackboard menu has been changed in a decade, the food is over-priced and of poor quality. The cutlery is cheap which means it never looks clean. Metal teapots &amp; milk jugs are notorious for leaking half the contents on the often grubby tables. No love or care is taken. Tables, chairs are often haphazardly thrown together. I don’t understand how the owner or leaseholders justify neglecting the best site in this coastal area. Nothing is done with the community or tourists in mind.”</p>	<p>“OTT! We brought four small drinks and cost £9.80, toilets filthy dirty including no bog rolls and some where dry hands!!!!!!! Views from outside seating area amazing! Even the chatty seagulls thought so too.”</p>	<p>“This cafe commands superb views over the old town of Hastings and the sea. Unfortunately it is a large hut that really could do with some work spent on it doing it up inside. It is a very basic and gives a cheap feel although the food is not particularly cheap! Service was not too bad although one member of staff did stand inside where we were drinking our coffee/tea and he was talking very loudly on his mobile phone! Toilets are public ones out the back and are very dirty would say only use if desperate!”</p>
<p>“Rude, unobliging, miserable service in this dump. A food hygiene score of only 3 is not good enough and this place doesn’t deserve its custom. There are much better places in town, or buy some decent</p>	<p>“This cafe resembled faulty towers. The man seemed nice to us but behind closed doors it was another story. He was bossing the waiters around in front of his guests, having a go at GUESTS! He looked like the type you didn’t want to mess</p>	<p>“Lovely location - rather shabby inside - and prices high, but not that bothered as we only wanted a cuppa. However, the service was appalling with one chap standing in the middle of</p>

<p>baked goods from Judge's Bakery and enjoy a picnic up on West Hill instead.</p>	<p>with! Made us feel rather uncomfortable when he was having a go at other customers. The coffee was ground coffee mixed with milk so it tasted disgusting...my strawberry milkshake had too much milk in it and so I hardly tasted any strawberry at all. Whilst he was serving us he kept wandering off outside for no apparent reason and so the serving was very slow."</p>	<p>the serving area who did nothing apart from having a go at customers ! Amusing, I suppose but we won't return...."</p>
<p>"For its location and size, the West Hill cafe should be a local institution. It is, sadly, not.</p> <p>The food felt reheated, the cakes were dry, and the drinks were warm. The decor is dated, the toilets are grotty, and the staff are not the politest in the world.</p> <p>But then there's that view. Such a distraction...</p> <p>The coffee wasn't that good, either. The West Hill lift takes you right there though, so that is good. Oh, and the servings of cake just are not big enough.</p> <p>Expensive, dirty, overrated, and purely outdated, your day would be vastly improved by going back down the West Hill, into the Old Town, and supporting the decent local businesses there. So I'm giving it two-stars - one-star would be vile, putrid tosh. This is just above that, but still far below average.</p>	<p>"We were staying for the weekend in Hastings and were pleased that a cafe was nearby so we could have a cooked breakfast. What a shame as although the views were great the food was not. I ordered the breakfasts and was told the mushrooms were on order so they had none. it arrived looking sorry for itself although it was totally edible and although the coffee was watery milk it washed it down okay. Expensive for what it was and I watched the cook scarp the burnt toast into the bin and the man servings said oh that's not customers food just staff. Well he was correct as we just got the burnt toast minus the scrapping. They really need to invest in this place it could be great. I agree with another reviewer it should be a community cafe that's cared about.</p> <ul style="list-style-type: none"> <li>- Lack of a community/ nice small town feel."</li> </ul>	<p>"Firstly the good, the views are amazing, however that's where it ends. Poor customer service, incorrect orders, forgotten foods, tatty interior and suspicious hygiene standards all led to this being a very disappointing trip."</p>

<p><b>Combe Haven Holiday Park (Entertainment, Holiday, Outdoors).</b></p>		
<p>Hastings Comments</p>	<p>London Comments</p>	<p>Other England comments</p>
<p>"Went on Monday - came home Thursday. Very disappointing. You need to be a mountain goat to climb back up the "HILL" to get to all the amenities. Not very clear on the haven website about how steep the hillside is! Wasn't very impressed with the area, very run down."</p>	<p>"We arrived at the park on 03/10/2016. Reception staff polite and we got key for caravan. We received our entertainment passes in pack but the events program was only for Monday to Friday we told the staff we were here for a week but we were then told you have to come back Thursday to get the rest of the weeks entertainment list.</p>	<p>"The park is very hilly but well maintained. Swimming pool is not the best but ok for a quick dip. Entertainment is ok but very same old. lots of not so good games like volleyball with every age get hit and pulled around. And the door staff walk around like they are at a night club telling little people off. The golf pitch and putt is not worth</p>

	<p>The various paths around the park are not signed very well so took some time to find our caravan. On finding our caravan it appeared no cleaner had been in there for a while. The bins were full and the floor and fridge were both filthy, floor was dirty. The entertainment was poor very little to do during the day or evening. The park is set up it appears for owners rather than holiday makers e.g £6.00 to do 1 wash in the launderette told owners pay £3.00 although we saw an owner get tokens for the launderette and not be charged. We will not be rebooking with Haven ever again”</p>	<p>your time or the money there is better maintain forest out there.”</p>
<p>“Previous visit was great, however returned this year and very unimpressed! Caravan smaller than expected and dirty (old cigarette butt in bedroom drawer!!), stunk of stale smoke despite being non-smoking.</p> <p>Terrible problems with noisy, drunken, fighting neighbours, had to call security at 3am two nights in a row. Very little sleep! Management did nothing to help, and complaints were ignored!</p> <p>Overpriced restaurant, rude staff.</p> <p>Won't be returning. AVOID if you want a peaceful family break!”</p>	<p>“Stayed for a week during the summer. Booked. Deluxe caravan for 7 people. Paid £850. Plus additional for the fun passes. The first part of the experience involved waiting in a long queue with exhausted children for about 30 mins then waiting until 7pm to receive a double bed. Apartment had an awful smell in certain areas. Was infact so terrible had to leave door open most of the time. Kids enjoyed activities, wall climbing, skating, archery ect caravan was substandard. Not worth the money which was paid. Pitched down hill, the walk up to main site was exhausting. Entertainment was ridiculously noisy and pretty boring.”</p>	<p>“Disabled caravan a total waste of time ramp fitted with no suitable access to it. Lack of lighting on Hillside site with uneven access. Caravan not cleaned to a very good standard with lots of sticky surfaces. Seemed no one qualified to change a beer keg in the bar Hob Goblin beer not available due to this fact. Lots of steep hills make this site unsuitable for anyone with mobility problems. Seems to me that no risk acessment as been carried out. Disabled toilet out of order all week and still out of order the day we left. All together the site and staff need a good shake up having used Haven for quite a few years this is by far the worst site I have ever visited and defiantly will not return to this venue.”</p>
<p>“Went here for a weekend break just gone and came home after 1 night, arrived just after 4pm check in and got my keys from a hectic reception area with kids everywhere.</p> <p>Went to the caravan and as soon as I opened the door it stunk of smoke, not a great start. Checked the bathroom that was even worse it stunk of wee and the shower had pubic hairs in it, this clearly hadn't been cleared.</p>	<p>“All I can say is this place is a rip off,from booking price to food,drink and basic essentials on camp site. How they expect people to pay the prices and have a good time I don't know. Entertainment is rubbish not seen a member of entertainment staff around camp only in entertainment hall. Not a lot going for it really.”</p>	<p>“Caravan not very clean, found someone else's underwear behind a bedside table, two of the windows didn't close properly, poor quality food in a dirty restaurant, overpriced shop, however staff are very friendly.”</p>

<p>The floor hadn't been hoovered either, the park was full so couldn't change caravans, went home Saturday and have made a complaint as I don't expect this from a big company like Haven's!</p> <p>Yes it was Sun holiday but some people are paying £'sss to stay here, I won't be back and it's put me off any further Sun holidays!"</p>		
<p>"ravan wasn't where we were told it would be as paid for a 3 bed prestige caravan 2015 model which none of us believe it was , caravan wasn't clean an there was dog poo right outside by our caravan steps an even when reported it was never cleared up , we were there for two weeks , we've been here before an loved it but this time it was dreadful felt really let down by the staff when we needed them an can definitely say we won't be back .... Too many young members of staff in reception an we weren't the only ones there who weren't happy with the service they received ..." – Empty feeling.</p>	<p>"To say I'm plenty annoyed is an understatement! People rude! Chavy! And aggressive, the static caravan was OK, if not a little cold, and rooms mouldy! But clean enou, I was in the Deluxe, which it certainly was not. Entertainment is a lot lacking, 1 bowling line, 1 dart board, 1 pool table and more penny machines than you could shake a stick at, my kids were either bored or being harressed by uneducated unsupervised children. If you use this place then don't expect much and you'll be fine, or drink alot and you'll not notice."</p>	<p>"When we went the flume wasn't working. Something that we weren't informed of before we had arrived. Nothing to do on site. The amusements are small and there's hardly any activities. Staff weren't really bothered. I'd avoid this camp."</p>
<p>"I have never been to a haven holiday resort and will never return again . Caravan was so what clean but the first bedroom stunk of cat urine . The staff at reception gave me a spray to freshen up well it just made it 10 times worse . The smell never went the whole time we was there I had to sleep in the same bed as my 5 year old daughter . Didn't think there was a lot to do in on the site found that the place was very dirty and well only one toilet on the whole camp was awful . I would not recommend this place avoid and save your money !!!!!!"</p>	<p>"tayed here for 4 nights in half-term with my son, daughter-in-law and 4 grandchildren (ages 10, 6, 4 and 2) and were bitterly disappointed with the site compared to other Haven sites which we have stayed at. It is a large site, with caravans being squashed in like sardine cans, with absolutely no space outside of the caravan for young children to play and with parking spaces at a premium so often had to park well away from the caravan. The facilities are wholly inadequate/insufficient for the size of the park which meant having to queue for most activities such as swimming." Insufficient facilities.</p>	<p>"To say I'm plenty annoyed is an understatement! People rude! Chavy! And aggressive, the static caravan was OK, if not a little cold, and rooms mouldy! But clean enou, I was in the Deluxe, which it certainly was not. Entertainment is a lot lacking, 1 bowling line, 1 dart board, 1 pool table and more penny machines than you could shake a stick at, my kids were either bored or being harressed by uneducated unsupervised children. If you use this place then don't expect much and you'll be fine, or drink alot and you'll not notice."</p>

<p>“Beautiful caravan but was a private caravan... Evening entertainment diabolical..... Avoid the restaurant at all costs.. Twice my lasagne was freezing cold but just couldn't be bothered to complain again so left it.. And I'm very sorry but you really are a very very very cheap version of butlins... Won't be coming back that's for sure.”</p>	<p>““First aiders need retraining, managment ignore responsibilities ....3 kids in tears, serious healf &amp; safety issues”” – “grandmother fell down an unmarked step in the restaurant. We had to ask for a first aider who was clueless - we had to constantly tell him what to do. A first responses paramedic car arrived and requested an ambulance. The ambulance came and grandmother has a broken foot , sprain , a leg in plaster, a boot to aid , physio and crutches.”</p>	<p>“hese parks are ok if you have kids but there is no evening entertainment for adults.This consisted of 45 minutes of the same four girls just singing each night , by 10 o clock you were kicked out and the drinks were overpriced. You are best off just using the caravan as a base to explore the surrounding area , seriously , these parks are all the same.” – Similar – thing you can get anywhere.</p>
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