


THE NEWHAVEN STORY



NEWHAVEN IS A CHANNEL
FERRY PORT AT THE
MOUTH OF THE RIVER
OUSE, SITTING ON
THE EDGE OF
THE SOUTH DOWNS
NATIONAL PARK,

JUST NINE MILES FROM
BRIGHTON.



ALTHOUGH OUR TOWN
DOESN'T HAVE A
LARGE POPULATION,
IT IS SIGNIFICANT BECAUSE
OF ITS INTERNATIONAL
FERRY LINKS TO DIEPPE,
THE PORT OPERATIONS,
ITS RAIL CONNECTIVITY
WITH TWO STATIONS AND AS
A PLACE OF INDUSTRY IN A
PREDOMINANTLY RURAL AREA.



NEWHAVEN IS A FASCINATING
JUXTAPOSITION OF MARINE,
COASTLINE, COUNTRYSIDE
AND INDUSTRY, AND IT IS
THEIR RELATIONSHIP IN SUCH
A SMALL AREA THAT GIVES
THE TOWN AND ITS ENVIRONS
SUCH A DISTINCT CHARACTER
AND SUCH POTENTIAL.



WHY
NEWHAVEN
IS SPECIAL



WE'VE CARRIED OUT A THOROUGH APPRAISAL OF OUR TOWN AND AREA TO IDENTIFY WHAT'S SPECIAL ABOUT NEWHAVEN AND HOW WE ARE DIFFERENT; WE CAN BE CLEAR ABOUT WHAT WE NEED TO FOCUS ON IN ORDER TO BE THOUGHT ABOUT AND CHOSEN.



OUR NEW STORY EXPLAINS
WHAT NEWHAVEN HAS TO
OFFER, CAPTURES THE
SPIRIT OF THE AREA, AND
WILL BE WHAT PUTS US
'ON THE MAP' FOR ALL
THE RIGHT REASONS.



The words we use to represent this new thinking are unlikely to be seen by our 'customers', they're not marketing slogans but instead describe the essence of Newhaven. They will determine how we develop our offer through the way we communicate, what we build, the environment we create and the way we behave.





GIRL



SIMON BANNEROT

Tyler Pacheco



GAILÍN

Simon Bannerot



fille

BIG SIMON BANNEROT

Whilst some elements describe what we have and the way we are now, they also reflect what we want and need to be in the future; so our approach is both aspirational and based on the reality that can be experienced today.



THE THEMES
OF THE
NEWHAVEN
STORY



THESE ARE THE
CHAPTERS OF OUR
STORY, PILLARS OF
DISTINCTIVENESS AND
THINGS WE NEED
TO FOCUS ON IN
THE DEVELOPMENT
AND PROMOTION OF
NEWHAVEN.



WE'RE NOT
SAYING THEY ARE
FULLY IN PLACE
BUT THEY ARE
AT THE HEART
OF HOW WE'RE
GOING TO GROW
AND PROSPER.



VALUING CREATIVE FREEDOM



WE'RE RE-PURPOSING
WHAT OUR TRADITIONAL
TOWN CENTRE HAS BEEN
BY BUILDING ON THE
CRAFT, CREATIVITY AND
ARTISANSHIP SEEN ACROSS
OUR COMMUNITY; WE'RE
GOING TO DEVELOP
A CREATIVE ENCLAVE.



There is an energy, dynamism and passion within Newhaven that comes to the fore at Makers Meetings, and that can be harnessed to bring new activity and life to our town. Along the coast Brighton has a vibrant creative scene, but not everyone wants to be there and for those seeking a great value, alternative vibe then Newhaven will be the place. We can attract those wanting to be early adopters, young people, those seeking respite from Brighton, and those just wanting something different with London and Dieppe close at hand!





There's no doubt that Newhaven is a hidden nook that has the opportunity to create fantastic spaces for creatives, with perhaps a hub for activity on Railway Quay. We've got spaces that are interesting, textural and intimate, that will appeal to people who don't want to be in a stainless steel and glass building but part of a community with a shared identity.





Most importantly we have an environment that is a creative person's dream; Newhaven has big skies, sea, cliffs, countryside where you can feel free. It is raw, rugged, wild, real and natural, but also gloriously industrial and it is that disconnect that gives it visual fascination. From The South Downs National Park and Tide Mills, to aggregates and the Energy Recovery Facility; this truly is a place of contrasts.

MARINE IN THE MAKING



NEWHAVEN
IS A PLACE
WHOSE SENSE
OF BEING HAS
ALWAYS BEEN
INTRINSICALLY
LINKED WITH
MARINE AND
WATER.



WE WERE ONE OF THE
CINQUE PORTS AND OUR
MARITIME ROLE TOOK OFF
IN THE MID-19TH CENTURY
WITH THE OPENING OF THE
RAILWAY LINE TO LEWES,
BEING RECOGNISED AS A
PORT AT THE END OF THE
19TH CENTURY.





Newhaven Fort, one of the Palmerston Forts, was built to protect the harbour and the town and had a significant role in both World Wars. The River Ouse which flows through the South Downs has also been important for our town, and until the 1950's barges were using it to get to Lewes.

THE OPPORTUNITY NOW IS
TO MODERNISE THE VERY
SPECIAL DNA OF OUR PLACE.





NEWHAVEN HAS A STRONG FISHING TRADITION AND AROUND THIRTY SMALLER VESSELS ARE BRINGING HOME CATCHES OF WHITING, SQUID, LEMON SOLE AND PLAICE.



Whilst this is part of our local economy along with the fish market, it also has the potential to support a wider food and drink offer given the popularity of eating fresh and local produce, with some eating establishments opening in the area. Along with outdoor activities such as diving, sailing, coastal walking/cycling linked to those enjoying The South Downs National Park, there is an opportunity to use our location to build a strong marine influenced leisure offer.



AS PART OF BUILDING
A VIBRANT PLACE AND
LOCAL ECONOMY,
EDUCATION CAN BE SO
IMPORTANT IN MARINE
RELATED STUDY THROUGH
SEAHAVEN ACADEMY AND A
MARINE AND SUSTAINABLE
TECHNOLOGY HUB.



ACTIVITY LINKED
TO GREEN ENERGY
WOULD BE
APPROPRIATE FOR
NEWHAVEN AND
WOULD GIVE US A
CLEAR FOCUS.



Like many other marine locations, what is regarded as an amazing resource to build a place upon gets taken for granted, and in Newhaven the town, many places have turned their backs on the water. Perhaps the opportunity is to be bold and create a new marina based centre which creates a new heart and focus for living and leisure by the sea?





NEWHAVEN IS
DIFFERENT, IT IS
AND ALWAYS HAS
BEEN A WORKING
PLACE, A PLACE
OF INDUSTRY AND
THAT SHOULD BE
CELEBRATED.



In a part of the world dominated by countryside and National Park this isn't a chocolate box location, even though it has majestic scenery; but the area needs a place where things are made, where less sexy forms of commerce happen; that is Newhaven.



Our town has a wide range of businesses from aggregates to high-tech health equipment suppliers with major players illustrating this diversity such as; Boutique Modern Modular Housing and King and McGaw Online Art with the latter showing there is real potential for creative industry in Newhaven. The Newhaven Enterprise Zone was created to build on this activity and generate growth, making use of our natural assets and by providing the right space and support for businesses looking to expand or those looking to relocate. The initiative is also designed to give businesses a voice, creating real collaborative and place led activity which will create that coalition of the willing who are keen to see the place prosper.





THERE IS CLEARLY
AN OPPORTUNITY TO
MAKE NEWHAVEN A
CENTRE FOR GREEN
AND SUSTAINABLE
ENERGY ON THE
SOUTH COAST,



BUILDING ON THE SUCCESS
OF THE RAMPION WIND

FARM, DEVELOPED BY
E.ON, AND LINKING TO
THE SEAHAVEN MARITIME
ACADEMY TO PROVIDE
CAREER ROUTES FOR
LOCAL PEOPLE.

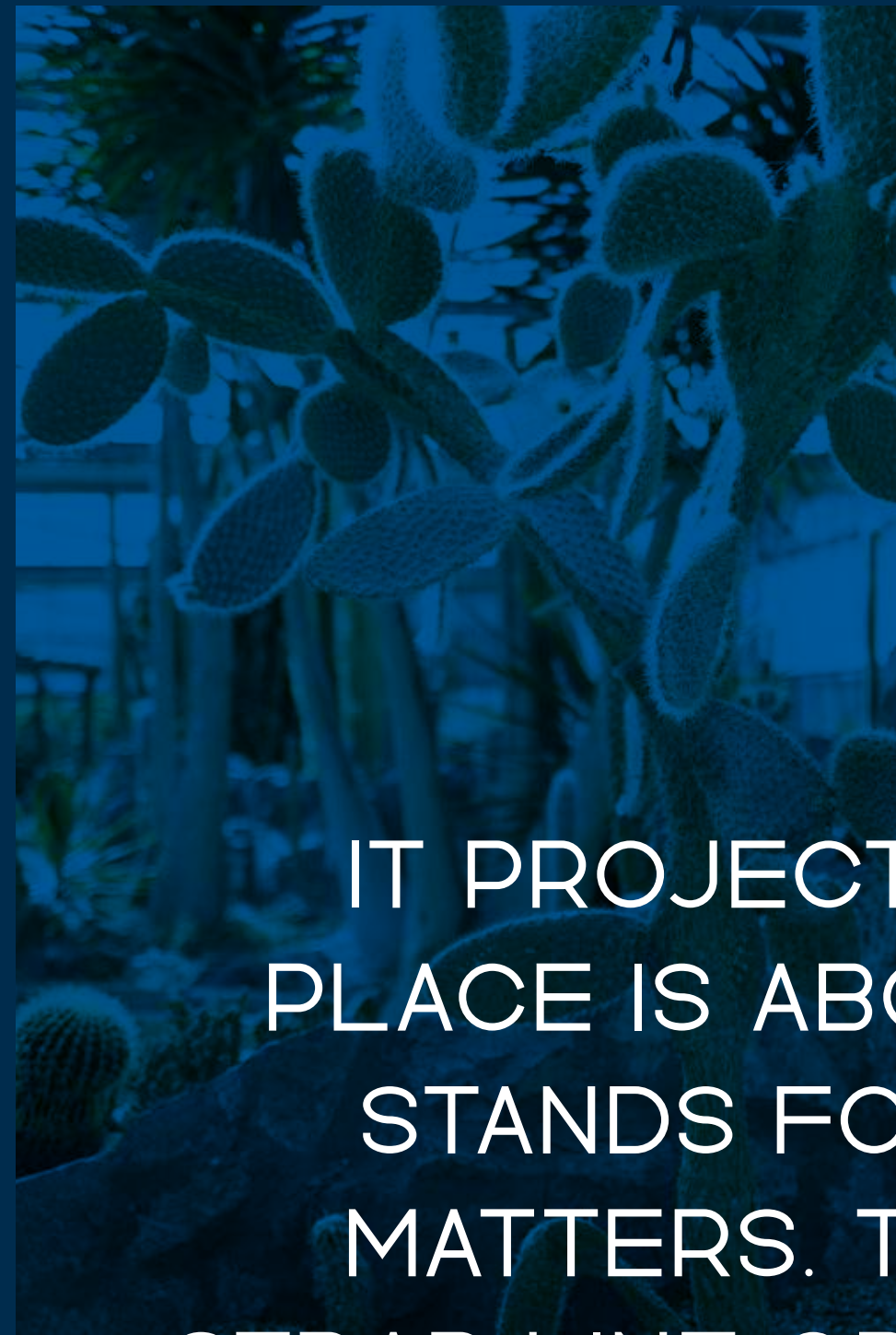


Can Newhaven secure interest from National Maritime to further kick start this approach? The town has other associated businesses in this sector including the Veolia Energy Recovery Facility, and a supply chain and cluster has real potential. Our excellent connectivity by rail, road and sea can only help in this endeavour, and through its partners Newhaven needs to move from being a hidden gem to being seen as a place of real opportunity.

THE 'BIG IDEA'
FOR THE
NEWHAVEN
STORY



THE 'BIG IDEA' IS AN EMOTIONAL STATEMENT OF INTENT FOR NEWHAVEN AND THE SURROUNDING AREA THAT SITS ABOVE AND ALONGSIDE THE THEMES.



IT PROJECTS WHAT THE PLACE IS ABOUT, WHAT IT STANDS FOR AND WHAT MATTERS. THIS IS NOT A STRAP LINE OR MARKETING MESSAGE - IT IS A 'STRATEGIC SIGNATURE' FOR NEWHAVEN.



NEWHAVEN:
WE'RE
THRIVING BY
BEING THE
GRIT IN THE
OYSTER



Whilst there is a strong sense of community in Newhaven, the place has lacked confidence in its own identity; it isn't Lewes, it isn't Brighton, it isn't in the National Park and bits of it aren't pretty. So what! It has character and characters, is a place of fantastic and captivating contrasts and it works ... in every way.



Rather than feeling like the oddity in the region it needs to love the fact it has industry, that people can make things and make a living there, and that its texture which combines stunning beauty along with some rough edges is its appeal. This is a working landscape that is raw and wild but always real; where the fact some of its industry is a bit dirty and sticks out a bit doesn't matter.







MANY SAY NEWHAVEN IS GRITTY AND MAYBE IT IS IN A GREAT WAY, BECAUSE SOMETHING THAT IS A BIT UNCOMFORTABLE CAN BE EMBRACED TO FORM SOMETHING VALUABLE; THE GRIT BECOMES THE PEARL.

Photographs by Benedict Stenning. benedictstenning.com

Page 11 – child with fish

Page 17 – lab coat

Page 44 – view of Newhaven

Page 58-59 – windfarm and looking out to sea

Page 70 – railway trucks

Page 74-75 – lighthouse and hang glider



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