



For Immediate Release

HASTINGS PIER - PARTY ON THE PROM SATURDAY 12 MARCH 10 TO 4 PM

This Saturday marks the launch of British Tourism Week 2011, with the national 'Party on the Pier' celebration kicking the week off. To celebrate, the Pier Trust have organised their first community fundraising event inspired by the national theme, with a unique twist - a 'Party on the Prom' (POP) which aims to bring residents and visitors together to gain support for the 'Save the Pier' campaign. It is also an opportunity for the public to have their say on the future of the Pier.

The event will take place between 10.00am – 4pm and will feature live music, a conga line and stalls along the promenade, one of which be occupied by the Pier's architects, dRMM, who will be inviting members of the public to share their experiences of the Pier, past and present and their aspirations for its future.

- People can join the party at Priory Meadow at **11:40am** and dance along to the Pier with Sambalanco, or meet at Bottle Alley, Warrior Square end, and march to the Pier with Section 5 drummers at **11:45**.
- At **12 noon**, NOISE, NOISE, NOISE! everyone will congregate at the pier and be invited to make LOADS of noise to show how united our community is to SAVE THE PIER, so people are encouraged to bring something that makes a lot of noise!!
- At **2pm** there will be a conga line which will be coordinated with other piers in the South East, so we are hoping for as many people as possible to join the line in support of the pier and all those around the country!

Ray Chapman, Chair of Hastings Pier and White Rock Trust said: "This is our first fundraiser since the fire, and we hope it will reinvigorate the public's interest in supporting our efforts to ensure the future of the pier." Amber Rudd MP said, "This is an extremely exciting time for the British Tourism Industry as we celebrate our heritage through our iconic Piers, promoting British Tourism is a fundamental piece in driving our challenged seaside economies forward. I am very pleased that the Hastings Pier & White Rock Trust has been able to take part and use this opportunity to engage with the community and our visitors surrounding the consultation for the fantastic future ahead for our Pier. "

A very important element of POP is a public consultation regarding the future of the pier. This consultation is part of the process that the Trust is undertaking to fulfil its obligations to Hastings Borough Council (HBC) in applying for listed building and planning consent. Councillor Peter Chowney, lead member for regeneration at Hastings Borough Council, said: "This is a good opportunity for residents to have their say on the future of the Pier and to show their support. Hopefully we will be able to have our party on the pier in the near future."

Michael Spooner from dRMM said, "Our focus for the consultation is threefold: Remembering the Past, Communicating the Present and Contributing to the Future. We are keen to draw on the local community and visitors to the town to understand concerns and aspirations for the project."

There is also an opportunity to win the 'first adopt a plank' to be placed on the pier with an inscribed plaque with wording of up to 30 characters, for all those people taking up membership up until the end of April 2011 (new and existing) so make sure you visit the stand on the day or visit www.HPWRT.co.uk and join online.

-Ends-

Notes to editors:

Hastings Pier and White Rock Trust was formed in 2008 as an outgrowth of the local community group, 'The Friends of Hastings Pier.' Its primary mission is to bring the pier back into community ownership, restore it as an icon of the British seaside and make it part of a new, vibrant seafront at White Rock, contributing to the social, economic, cultural and environmental regeneration of Hastings and St Leonards.

For more information , please see <http://www.hpwrtr.co.uk> or contact:

Hastings Pier and White Rock Trust press representative:
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Architect's Brief

Remembering the PAST. The architects are keen to record people's memories of the Pier. They want to better understand why it held such a special place in the collective memory. What worked? What didn't? What did the Pier mean to people, what special events does its history hold? This is an opportunity to reminisce and reflect.

Communicating the PRESENT. The Pier is a Grade II Listed Building at risk. Immediate structural work is required to prevent further damage. The architects are working to secure the necessary Planning consents for this essential work. They are also assisting the Trust to obtain ownership of the pier through Compulsory Purchase, and to secure funding for the Pier's repair and redevelopment. dRMM will be on hand to answer questions and explain what work will be happening to safeguard the structure.

Contributing to the FUTURE. The Pier before the fire struggled to be commercially viable. This is an opportunity to re-think what the Pier means to Hastings and St Leonards. What activities should take place on the new Pier? What is important for the local community? How important is attracting visitors? The Pier must support a range of activities that are financially sustainable, to ensure its success.

Party on the Prom

Schedule of Events:

10.00 to 4pm - Market

A wide variety of stallholders will be located along the Promenade. These include the Pier's architects, dRMM, who will have a stall to speak to people about their memories and aspirations for the pier.

ENTERTAINMENT

Main Stage

11:50 Sambalanco at Queens Square, Priory Meadow, marching along to the Pier.
Section 5 in Bottle Alley, Warrior Square end, marching along to the Pier and on to the Main Stage.

12:00 Noise, noise, noise. Everybody is encouraged to make as much noise as possible to SAVE OUR PIER. Bring noisemakers.

12.30 Ian Edwards

1.15 Jane Honda band

1.55 Hastings Town Crier, Jon Bartholomew

2.00 Conga line. This is a coordinated effort with piers all over the South East. Let's conga together!

2.15 Respond Academy - Devonnerrie

2.30 Jane Honda Band

Pier Stage

12.30 Sound Waves

1pm Mad Jacks

1.30 Respond Academy – Devonnerrie

2.30 Ian Edwards

Rowing Stage

12.30 David Francis

1.00 Gizmo Kids

1.30 Steve the Squeeze or silken Ladders

2.15 Mad Jacks