

Pride of Place

The Sustainable Community Strategy for East Sussex

2008-2026

Working Towards a Better Future for Local People and Local Communities

Countywide Action Plan

EASTBOURNE ● HASTINGS ● LEWES DISTRICT ● ROTHER ● WEALDEN

Version 2: Revised February 2012

Introduction

There are action plans that will help deliver [Pride of Place](#):

- This longer-term Countywide Action Plan, and
- Local Action Plans based on District and Borough Sustainable Community Strategies, other partnership plans e.g. the East Sussex Community Safety Agreement and partners' own plans.

This Countywide Action Plan aims to complement and add value to all the other plans, by having actions that are:

- Not being delivered through any other existing plan
- Highly strategic i.e. no more than one or two actions per theme
- Focused on prevention and developmental work, and
- Longer term, up to 10 years, subject to review.

A summary of all countywide action plans that will help deliver Pride of Place is appended.

Summary of countywide partnership actions

Economy, jobs and prosperity

1. Ensure there is post recession monitoring of businesses for sustainability and growth and the incidence of worklessness
2. Encourage partners to adopt sustainable procurement policies

Transport, access and communications

3. Encourage partners to improve access to information on services, wherever and however residents want it
4. Encourage relevant partners to integrate sustainable transport provision across the county
5. Encourage partners to adopt sustainable travel plans

Housing

6. Enable partners to strengthen links and build capacity to recognise and address countywide housing needs and related issues

Environment and climate change

7. Encourage partners to work together to deliver the actions in the Environment Strategy
8. Focus on climate change through the Environment Strategy

Education, learning and skills

9. Develop a strategic and partnership approach to raising aspirations through life long learning and development

Health and wellbeing

10. Promote workplace health programmes to address e.g. smoking, stress, wellbeing, exercise and flexible working

Community safety

11. Develop a strategic and cross cutting approach to tackling the key community safety priorities for East Sussex Community Safety Agreement

Community strength and leadership

12. Influence the development and implementation of the East Sussex Compact
13. Encourage partners to share knowledge to help understand our communities better

Culture, sport and leisure

14. Enable partners to consider the wider, cross-cutting impacts of culture and arts and how these can be promoted
15. Use the 2012 Olympics to promote people's interests in sport and leisure

The needs and aspirations of older people and children and young people will be met, where relevant, through the actions above, and other relevant plans such as the Children and Young People's Plan.

Delivering the Plan

Detailed delivery plans describe what is to be delivered, over what period of time, the lead partnership/agency responsible for delivery, other participating partners, and how performance will be measured.

Pride of Place Countywide Action Plan

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
<p style="text-align: center;">Economy, jobs and prosperity</p>	<p>By 2026: To narrow the gap within and between communities in the county, and between the county and the region, in order to develop a thriving, diverse and sustainable economy where everyone can prosper.</p>	<p>Cross-cutting</p>	<p>1. Post recession continue to monitor businesses for sustainability and growth, and the incidence of worklessness</p>	<p>The provision of early warning if and where the economy is slowing again, and of potential impacts of the Comprehensive Spending Review and changes to the benefit system</p>
		<p>Cross-cutting</p>	<p>2. Encourage partners to adopt sustainable procurement policies</p>	<p>Sustainable procurement policies adopted and implemented</p>

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
Transport, access and communications	<p>By 2026: To improve sustainable transport choices and access to services and facilities within and between communities in the county.</p>	<p>Cross-cutting</p>	<p>3. Encourage partners to improve access to information on services, wherever and however residents want it</p>	<p>Increased access to information on services</p>

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
		Cross-cutting	4. Encourage relevant partners to integrate sustainable transport provision across the county	Integrated sustainable transport provision across the county
		Cross-cutting	5. Encourage partners to adopt sustainable travel plans	Sustainable travel plans adopted and implemented

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
Housing	<p>By 2026: Ensure provision of affordable, good quality and sustainable homes and housing for all</p>	Cross-cutting	6. Enable partners to strengthen links and build capacity to address countywide housing needs and related issues	A coordinated countywide housing resource to address countywide housing needs and related, cross-cutting issues

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
<p style="text-align: center; color: white;">Environment and climate change</p>	<p>By 2026: Our natural and built environment is protected and enhanced for current and future generations, and individuals and organisations are enabled to tackle and adapt to climate change</p>	<p>To develop high quality environments in our towns, villages and countryside</p>	<p>7. Encourage partners to work together to deliver the actions in the Environment Strategy</p> <p>(8. Action 8 removed, as climate change issues are incorporated in the Environment Strategy)</p>	<p>A countywide partnership environment strategy leading to cleaner and greener communities and improved access to open spaces</p>

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
<p style="text-align: center;">Education, learning and skills</p>	<p>By 2026: High quality education, learning and skills development opportunities for all by building on good performance and improving poor performance</p>	<p>Cross-cutting</p>	<p>9. Develop a strategic and partnership approach to raising aspirations through life long learning and development</p>	<p>A co-ordinated response to raising individual, organisational and community aspirations including e.g. community and family learning, skills development, and career development in key sectors</p>

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
Health and wellbeing	By 2026: Reduced health and care inequalities within and between communities and an improvement in overall health and wellbeing	To provide easy and appropriate access to information and services to help people of all ages to make healthy lifestyle choices	10. Promote workplace health programmes to address e.g. smoking, stress, wellbeing, exercise, flexible working	A range of 'healthy workplace' initiatives including incentives, recognition and awards for promoting e.g. healthy eating, recycling at work etc.

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
Community Safety	<p>By 2026: Safe communities through targeted activity, particularly in high crime areas</p>	<p>Work in partnership and with the Police and Crime Commissioner to tackle the key community safety priorities for East Sussex</p>	<p>11. Develop a strategic and cross-cutting approach to tackling the key community safety priorities for East Sussex Community Safety Agreement</p>	<p>A range of community safety projects, campaigns and commissioned services. Ensuring strategies, plans and services address key community safety priorities for East Sussex</p>

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
Community strength and leadership	By 2026: Effective and inclusive participation, representation and leadership	Cross-cutting	12. Influence the development and implementation of the East Sussex Compact	A range of impacts including principles written into organisations' Terms of Reference and Standing Orders; and Parish and Town councils signing up to the Compact
		Cross-cutting	13. Encourage partners to share knowledge to help understand our communities better	Improved understanding of the needs and aspirations of our communities of place, interest and identity
Culture, sport and leisure	By 2026: Everyone enjoys a wide range of cultural, sporting and leisure opportunities	Promote the health and social benefits of an active life	14. Enable partners to consider the wider, cross-cutting impacts of culture and arts and how these can be promoted	Increased understanding and promotion of the cross-cutting impacts of cultural and artistic activities
			15. Use the 2012 Olympics to promote people's interests in sports and leisure	Increased participation in exercise; health improvements; improved intergenerational relations and increased volunteering
Older people	By 2026: To support older people to have a healthy, active and independent life		The actions above should address the needs and aspirations of older people, where relevant e.g. transport, housing. Actions that are particularly relevant to older people include 3, 4, 6, 9, 13 and 15.	

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
Children and young people	By 2026: Children and young people are well cared for, have healthy life styles, achieve their potential, and grow into confident, empowered, responsible adults - able to contribute to the economic prosperity of the county		The actions above should address the needs and aspirations of children and young people, where relevant e.g. open spaces, transport. Actions that are particularly relevant to children and young people include 1, 3, 4, 6, 13 and 15.	

APPENDIX 1: GLOSSARY OF TERMS

Sustainable Community Strategy (SCS): the Sustainable Community Strategy for East Sussex, Pride of Place, sets out a shared vision for East Sussex in 2026 to create places where everyone can prosper, be safe and healthy, and live in a high quality environment.

SCS Strategic Priority (Outcome): describes the benefits for citizens and communities that will be achieved by delivering the key tasks.

SCS Key Task (Objective): describes the main activities that need to be delivered to achieve strategic priorities.

Action: describes the action that organisations working in partnership will deliver.

Results: describes what will be in place as a consequence of the action being delivered.

Cross-cutting: where one priority helps deliver another e.g. tackling alcohol misuse will not only reduce health problems but also increase community safety by reducing alcohol related crime and anti-social behaviour.

Sustainable procurement: keeping social, environmental and economic issues in mind when procuring services and products e.g. using recycled products; minimising waste; using fuel efficient vehicles; and buying services from local suppliers.

Integrated sustainable transport: linking different types of sustainable transport systems e.g. cycle tracks, walkways, bus routes and rail services. Integrated sustainable transport can help to protect the environment, improve health, improve access to services, and increase economic prosperity.

Sustainable travel plans: a range of initiatives by employers or service providers to encourage and enable staff and customers to use alternatives to single-occupancy car-use e.g. car sharing clubs, internet access, cycle racks, and improved access to public transport.

Family learning: activities and support to help parents and carers understand how children learn, and encourage families to learn together.

East Sussex Compact: an agreement between the public sector and the voluntary and community sector in East Sussex which recognises shared values, principles and commitments, and sets out guidelines for how organisations in both sectors should work together.

Countywide Plans that help deliver Pride of Place

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	Countywide Partnership Plans
Economy, jobs and prosperity	<p>By 2026:</p> <p>To narrow the gap within and between communities in the county, and between the county and the region, in order to develop a thriving, diverse and sustainable economy where everyone can prosper.</p>	<ol style="list-style-type: none"> 1. Post recession continue to monitor businesses for sustainability and growth, and the incidence of worklessness 2. Encourage partners to adopt sustainable procurement policies 	<ul style="list-style-type: none"> • East Sussex Economic Development Strategy (out for consultation) • Adult Learning and Skills Strategy • 14-19 Implementation Plan • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes
Transport, access and communications	<p>By 2026:</p> <p>To improve sustainable transport choices and access to services and facilities within and between communities in the county.</p>	<ol style="list-style-type: none"> 3. Encourage partners to improve access to information on services, wherever and however residents want it 4. Encourage relevant partners to integrate sustainable transport provision across the county 5. Encourage partners to adopt sustainable travel plans 	<ul style="list-style-type: none"> • Local Transport Plan (LTP3) • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes
Housing	<p>By 2026:</p> <p>Ensure provision of affordable, good quality and sustainable homes and housing for all</p>	<ol style="list-style-type: none"> 6. Enable partners to strengthen links and build capacity to address countywide housing needs and related issues 	<ul style="list-style-type: none"> • Pan-Sussex Empty Homes Strategy • County Youth Homelessness Strategy • East Sussex Traveller Strategy • East Sussex Local Investment Plan • Housing and Support Strategy (in development) • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	Countywide Partnership Plans
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Environment and climate change</p>	<p>By 2026: Our natural and built environment is protected and enhanced for current and future generations, and individuals and organisations are enabled to tackle and adapt to climate change</p>	<p>7. Encourage partners to work together to deliver the actions in the Environment Strategy (8. Action 8 removed, as climate change issues are incorporated in the Environment Strategy)</p>	<ul style="list-style-type: none"> • Environment Strategy • Joint Municipal Waste Management Strategy • Waste and Minerals Development Framework • High Weald AONB Management Plan • South Downs Management Plan • Sussex Biodiversity Action Plan • Local Transport Plan (LTP3) • South East Plan • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Education, learning and skills</p>	<p>By 2026: High quality education, learning and skills development opportunities for all by building on good performance and improving poor performance</p>	<p>9. Develop a strategic and partnership approach to raising aspirations through life long learning and development</p>	<ul style="list-style-type: none"> • Children and Young People's Plan (CYPP) • Adult Learning and Skills Strategy • 0-5 Strategy (being updated) • East Sussex Economic Development Strategy (out for consultation) • EYFS Closing the Gap Action Plan (available offline) • 14-19 Implementation Plan • Special Educational Needs and Inclusion Strategy • Looked After Children Education Strategy • Attendance Strategy • Joint Commissioning Strategy for Carers • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	Countywide Partnership Plans
Health and wellbeing	<p>By 2026: Reduced health and care inequalities within and between communities and an improvement in overall health and wellbeing</p>	<p>10. Promote workplace health programmes to address e.g. smoking, stress, wellbeing, exercise, flexible working</p>	<ul style="list-style-type: none"> • Investing in Life Strategy (available offline) • Joint Commissioning Strategy for Carers • Joint Commissioning Strategy for Older People • Mental Health Joint Commissioning Strategy • Improving Life Chances • Learning Disability Joint Commissioning Strategy • Young Carers Strategy (in development) • Falls and Bone Health Strategy (in development) • Adult Alcohol Misuse Commissioning Strategy • Stroke Strategy (available offline) • Time of Our Lives • Supporting People • Putting People First • Children and Young People's Plan (CYPP) • NHS South East Coast Operating Framework • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes
Community Safety	<p>By 2026: Safe communities through targeted activity, particularly in high crime areas</p>	<p>11. Develop a strategic and cross-cutting approach to tackling the key community safety priorities for East Sussex Community Safety Agreement</p>	<ul style="list-style-type: none"> • The East Sussex Health and Social Care Commissioning Strategy for Substance Misuse 2011-14 • East Sussex Alcohol Harm Reduction Strategy 2009-2012 • East Sussex Harm Reduction Strategy 2010 - 2013 • East Sussex Youth Justice Plan • East Sussex Division Policing Plan • Adult Drug Treatment Plan • Young Persons Treatment Plan • Children and Young People's Plan • Supporting People • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	Countywide Partnership Plans
Community strength and leadership	By 2026: Effective and inclusive participation, representation and leadership	12. Influence the development and implementation of the East Sussex Compact 13. Encourage partners to share knowledge to help understand our communities better	<ul style="list-style-type: none"> • East Sussex Infrastructure Business Plan (Change Up) • East Sussex Compact annual action plan • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes
Culture, sport and leisure	By 2026: Everyone enjoys a wide range of cultural, sporting and leisure opportunities	14. Enable partners to consider the wider, cross-cutting impacts of culture and arts and how these can be promoted 15. Use the 2012 Olympics to promote people's interests in sports and leisure	<ul style="list-style-type: none"> • Cultural Strategy • Children and Young People's Plan (CYPP) • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes
Older people	By 2026: To support older people to have a healthy, active and independent life	Incorporated in actions above	<ul style="list-style-type: none"> • Joint Commissioning Strategy for Older People • Living Longer, Living Well Strategy • Time of Our Lives (due for refresh end of 2011) • Joint Commissioning Strategy for Carers • Supporting People • Putting People First • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	Countywide Partnership Plans
Children and young people	<p>By 2026: Children and young people are well cared for, have healthy life styles, achieve their potential, and grow into confident, empowered, responsible adults - able to contribute to the economic prosperity of the county</p>	<p>Incorporated in actions above</p>	<ul style="list-style-type: none"> • Children and Young People's Plan (CYPP) • County Youth Homelessness Strategy • Youth Crime Prevention Strategy • East Sussex Teenage Pregnancy Action Plan • Anti-Bullying Strategy • Joint Commissioning Strategy for Carers • Teenage Pregnancy and Sexual Health Strategy (available offline) • 14-19 Implementation Plan • EYFS Closing the Gap Action Plan (available offline) • Special Educational Needs and Inclusion Strategy • Looked After Children Education Strategy • Attendance Strategy • Supporting People • Local Development Frameworks: Eastbourne, Hastings, Rother, Wealden, Lewes