



Environment Strategy for East Sussex

July 2011

This Environment Strategy for East Sussex was developed for the East Sussex Strategic Partnership by the Environment Strategy Group, a network of organisations and individuals, who have decided to work together to help deliver the environmental vision for the county set out in the Sustainable Community Strategy, *Pride of Place*. The Environment Strategy Group includes:

Action in Rural Sussex

Bradford's Farm

Eastbourne Borough Council

East Sussex County Council

Environment Agency

Hastings Borough Council

High Weald AONB Joint Advisory Committee

Lewes District Council

National Trust

Natural England

NHS East Sussex Downs & Weald

NHS Hastings & Rother

Plumpton Village Action Plan

Rother District Council

Rother Voluntary Action

SpeakUp

RSPB

Sea Space



South Downs National Park Authority

Sussex Air Quality Partnership

Sussex Archaeological Society

Sussex Inshore Fisheries and Conservation Authority

Sussex Wildlife Trust

Transition Town Lewes

Wealden District Council

This strategy was also developed with input from the East Sussex Youth Cabinet and the views of around 2,000 children and young people in the county.



Foreword

Our local environment is important both as an asset to protect and a resource to utilise and develop. It provides essential services: clean air and drinking water, the soil on which we grow our food, healthy seas for diverse marine life and sustainable fisheries, the open spaces that enable us to be physically and mentally active, and a distinctive and in some cases iconic landscape which supports our tourism industry. Collectively we have all made great strides in improving the environment of East Sussex over the past ten to twenty years. However, the evidence gathered for this strategy reveals some striking statistics and shows that we still have some enormous challenges but also enormous opportunities ahead. This strategy identifies what is important about our environment, our aims and objectives and how we intend to achieve them.

East Sussex has some of the lowest per capita emissions of carbon dioxide in England, but we still emit 6.5 times more carbon dioxide than is globally sustainable and we need to cut carbon emissions by another 1.3 million tonnes by 2026. Households could save up to £250 on their annual energy bills and at the same time reduce the county's consumption of fossil fuels and cut our carbon emissions. We have more than doubled our recycling rate in the past ten years, yet each family in East Sussex still throws away food worth £420 per year and businesses are spending some 4% of their turnover to deal with their waste. We have 7 internationally important wildlife habitats and an amazing 286 local Sites of Nature Conservation Importance, yet Sussex as whole has 472 species which are globally threatened or in rapid decline. Only 13% of people in East Sussex meet recommendations for weekly physical exercise, which brings with it health costs of over £10 million per year, even though 90% of people live within a mile and a quarter of a large natural open space. Two thirds of our county is either part of the South Downs National Park or the High Weald Area of Outstanding Natural Beauty and in the next fifteen years we will need to accommodate a population increase of an estimated 23,400 people. We will need to plan properly for this if we are to ensure that we create low carbon homes, jobs and services for people so that our communities can thrive in harmony with the environment.

It is the concern about this mixed picture of our environment and the determination to take on these challenges that has brought together a wide range of individuals and organisations to identify the priorities that are of the greatest strategic importance to the county. We have set out the place where East Sussex needs to be by 2026 if we are to make any serious progress in meeting them and identified the actions that will start to tackle each issue. Recognising the difficult economic times we are in, we have taken a pragmatic approach to this. The strategy is not an environmental wish-list. The partners who developed it are committed to implementing the actions in it in the most effective, efficient way by working together and sharing knowledge, skills and resources.

This Environment Strategy for East Sussex tries to strike the balance between recognition of the progress we have made so far and the challenges ahead. It is not intended to detract from the achievements of those who have worked hard on behalf of the environment of our county. But equally it is important that we do not become

complacent about what has been achieved, nor limit our ambition because times are tough. This strategy isn't about doing 'more', it's about doing 'different', focussing on what really matters. Without it we risk failing to target the limited resources we do have on the environmental issues of most urgent need, or where there are the greatest opportunities. We risk duplicating effort and wasting money by not working in a co-ordinated way together and failing to identify areas where we have no plans in place to deal with current or anticipated environmental problems. In short, we risk greater damage to our environment and health and harm to the local economy.

Let us also not forget that this is a 15 year strategy. We do not expect to be in the same place throughout the whole of this period. Many of the actions we've agreed to take forward can be undertaken at little or no cost using existing resources and through joint working, some of which should cost less in future. Environmental action taken on the right issues in the right way makes sound financial sense and helps keep us healthier – think of businesses cutting down on energy use and raw materials, growing your own food at home, or taking a walk instead of the car when you have the choice. A few of the actions depend upon additional funding being identified and partners will need to work together to secure that funding if we are to deliver all of our goals.

This Environment Strategy for East Sussex is aimed primarily at agreeing a joint agenda for action and is founded around 10 principles that will guide us towards reaching our goal. The East Sussex Strategic Partnership encourages all partners, businesses and other organisations to adopt these principles and develop new strategies, services, and business plans in line with them. More broadly, the strategy is designed to be accessible to everyone. During 2011 partners will be organising events at which communities and individuals can get involved by sharing expertise, knowledge and ideas. We also want to understand what further support you need to play the role you wish to have in delivering the strategy.

The East Sussex Strategic Partnership has welcomed the work that partners have done to bring the strategy together and has adopted it as the county-wide Environment Strategy for East Sussex. We hope it will inspire you too.

**East Sussex Environment Strategy Group
July 2011**

A vision for the Environment of East Sussex: 2026

This Environment Strategy for East Sussex sets out to deliver the strategic priority for the environment and climate change in *Pride of Place* (the Sustainable Community Strategy for East Sussex), which is to *protect and enhance our natural and built environment for current and future generations, and enable individuals and organisations to tackle and adapt to climate change*. The *Pride of Place* Countywide Action Plan encourages partners to work together to develop a partnership environment strategy to achieve it and a wide range of organisations and individuals have worked together in response to this.

We set out below what East Sussex will look like in 2026 if we succeed in delivering the strategy.

By 2026 East Sussex will be a place where:

- there is a better quality environment which has made people healthier
- people are more aware of how important the environment is to our prosperity and where there are more 'low carbon' and environmental jobs
- we are more self-sufficient and use energy and resources better
- the landscape and built and historic environment has been conserved and enhanced so that it retains its unique character
- areas of high nature conservation quality have been conserved and the loss of plant and animal species has been reversed
- we are firmly on track to becoming a 'low carbon' county and are more adaptive to climate change
- people have become 'greener' in the way they live their lives
- the environment lies at the heart of other strategies and plans for the county and where we have worked together better to implement them

To realise this vision by 2026, this Environment Strategy for East Sussex establishes 10 environmental principles, which are the ways that we think we all need to do things in future. It also identifies three key short/medium term actions, showing how we will start to make the strategy happen and who will be responsible for that.



Ten environmental principles for East Sussex

1. Promote the economic value of the environment and opportunities for growth in jobs and prosperity that it presents
2. Reduce our greenhouse gas emissions, become more adaptive to climate change and help individuals and communities to do the same
3. Protect and enhance the diverse inland, coastal and marine habitats of the county and the wildlife they support, making them more resilient to climate change, reversing biodiversity loss, and help create healthy seas and sustainable fisheries
4. Respect and care for the built heritage of East Sussex, develop high quality environments in our towns and villages and protect and enhance the distinctive character of the county's landscapes
5. Promote the use of open spaces as part of healthier and more active lifestyles
6. Minimise the amount of waste created in East Sussex and reuse and recycle more household and business waste
7. Reduce the impact of travel on the environment and improve sustainable travel choices to access services and facilities within and between communities in the county
8. Improve the quality of the environment and our health by reducing air and noise pollution
9. Reduce the environmental impacts of food production and distribution, improve health through better diets and support the agricultural and food economy of the county
10. Increase our understanding, appreciation and stewardship of the environment of East Sussex

The Environment Strategy for East Sussex aims to make a real, practical difference on the ground. The things that we have agreed to do together include:

- undertaking an assessment of the economic value of the environment of the county and making it available to all decision makers to ensure we factor in its true value (e.g. in infrastructure schemes and planning)
- providing local people with more access to large natural greenspaces for better health and wellbeing
- carrying out a study to see if we can create compost or energy from food waste
- providing more support for local food producers and retailers and finding people more places to grow their own food and the knowledge/skills to do so through a Sustainable and Healthy Food Action Plan
- providing support for local waste prevention plans and community waste management projects

Each year ESSP will publish a progress report showing how far we have got in making the strategy happen.

Getting it right

During the winter of 2010/11 public consultation was undertaken on the draft strategy. A large majority of respondents felt the strategy had correctly identified the environmental priorities for East Sussex and that the desired outcomes and actions to help deliver them were the right ones.

At the same time a survey of the views of children and young people on the proposed priorities set out in the draft strategy was conducted by the East Sussex Youth Cabinet. In total almost 2,000 responses were received from the Youth Cabinet survey. The most important environmental issues for children and young people were improving habitats to prevent the loss of plant and animal species, reducing greenhouse gas emissions and becoming more adaptive to climate change, and reducing air pollution and noise.

Although you told us that the Environment Strategy for East Sussex was heading in the right direction, you suggested improvements which have been made to the strategy. This included not just setting out future challenges but also reflecting more of what has already been achieved for the environment of the county, especially at the local level. You also said that the strategy needed to acknowledge the difficult financial climate in which we find ourselves and will need to involve community groups (including parish councils) and individuals much more as action plans are developed and implemented. This type of feedback is enormously valuable and we have built it into the strategy and our plans to implement it.



As far as possible we have tried to avoid the use of jargon and technical language, but sometimes it is easier to use a term like 'low carbon' or 'green infrastructure' than use a long sentence that spells out exactly what this means every time it is referred to in the strategy. At the back of this strategy is a glossary of some of the technical language used.

Environmental principle 1:

Promote the economic value of the environment and opportunities for growth in jobs and prosperity that it presents

Our environment in facts and figures:

It is estimated that tourists bring £1 billion into the local economy of East Sussex every year

This visitor spend is thought to support around 16,600 jobs, as well as facilities and services for local people

It is estimated that the woodland and grasslands alone in East Sussex provided services to us worth £4.6 million each year

The Government estimates that, globally, the degradation of our planet's ecosystems is costing us over £40 billion each year – a figure that could rise to the equivalent of 7% of global GDP by 2050

Action to prevent degradation can have a benefit to cost ratio of as much as 100:1 according to Defra

What needs to happen:

1. Promote sustainable consumption and production and encourage and support the transition to a low carbon economy in the county
2. Ensure that the economic value of the environment is fully taken into account in decision making by businesses, organisations and the community
3. Further support the development of sustainable tourism in East Sussex through organisations such as Visit Sussex

Three key issues for East Sussex:

1. There is a limited understanding of the economic value of the environment in decision making so that it is frequently undervalued
2. Opportunities exist to create jobs and economic growth in areas which bring about environmental improvement, such as renewable energy and low carbon industries, and there are opportunities to stimulate markets for sustainable locally branded products such as timber, biomass, High Weald and South Downs lamb and venison, wine and MSC certified fisheries
3. Sustainable tourism in East Sussex brings economic benefits but it is dependent on the distinctive, high quality landscapes, wildlife and habitats and heritage assets of the county



What we will do

Action	Who will be responsible
We will include measures to encourage and support the transition to a low carbon economy in a new Economic Development Strategy for the county by December 2011	Lead: East Sussex County Council
We will develop tools to assess the services and benefits that the environment provides to East Sussex by March 2013	Lead: Natural England Partners: Borough and District Councils, East Sussex County Council
We will increase the number of businesses across the South Downs accredited to the Green Tourism Business Scheme from 10 to 30 by December 2013	Lead: South Downs National Park Authority

Environmental principle 2:

Reduce our greenhouse gas emissions, become more adaptive to climate change and help individuals and communities to do the same

Our environment in facts and figures:

With climate change we are expected to have more extreme weather such more heat waves, storms and flash flooding, with significant implications for the costs of maintaining our infrastructure

Flooding in Lewes, Uckfield and Robertsbridge in October 2000 caused around £130 million of damage

The 10 day heatwave in August 2003 caused an estimated 30 premature deaths in East Sussex

By 2050 we could have over a quarter less summer rainfall than we have now

In East Sussex we each create 13 tonnes of CO₂ per year, including the emissions created from the goods and services we buy – our sustainable world fair share will be only two tonnes per person by 2050

The average householder could save up to £250 a year on energy bills through energy saving measures in the home

What needs to happen:

1. Reduce emissions of CO₂ in East Sussex at least in line with national targets by reducing fossil fuel energy consumption, increasing energy efficiency and developing appropriate local sources of renewable energy
2. Prepare for the effects of climate change and ensure that organisations and communities in East Sussex develop and implement plans to adapt to climate change
3. Effectively manage flood risk and coastal erosion, ensuring that new developments are appropriately located and that people and property are better prepared and protected

Three key issues for East Sussex:

1. The impacts of predicted increases in severe types of weather: heat waves, droughts, storms, flooding and coastal erosion, and the additional demand for water
2. Development on floodplains and how this affects our ability to adapt to the predicted impacts of climate change
3. The need to reduce the use of natural resources, energy consumption and carbon emissions, improve energy efficiency and source more of the county's energy from our local renewable sources



What we will do

What we will do	Who will be responsible
We will develop climate change adaptation plans by March 2012, in order to implement measures in all priority areas	Lead: Environment Agency Partners: Climate Change Partnership for East Sussex
We will work with partners and the community to implement the first phase of measures in Shoreline Management Plans and prepare a draft Local Flood Risk Management Strategy for the county by December 2012	Lead: (Shoreline Management Plans) South East Coastal Group Lead: (Local Flood Risk Management Strategy) East Sussex County Council); Partners: Borough and District Councils, Environment Agency
We will set a target for reducing CO ₂ emissions and begin to implement priority measures by March 2012	Lead: East Sussex County Council Partners: Climate Change Partnership for East Sussex

Environmental principle 3:

Protect and enhance the diverse inland, coastal and marine habitats of the county and the wildlife they support, making them more resilient to climate change, reversing biodiversity loss, and help create healthy seas and sustainable fisheries

Our environment in facts and figures:

Sussex as a whole is home to 472 species which are either globally threatened or in rapid decline

Half of the county's farmland is under an environmental stewardship scheme

East Sussex has 7 internationally important habitat sites, 9 National Nature Reserves, 64 Sites of Special Scientific Interest and 286 local Sites of Nature Conservation Importance

All of the beaches in East Sussex met EU mandatory bathing water quality standards in 2009

East Sussex has the only designated Marine Site of Nature Conservation Importance in the UK

What needs to happen:

1. Protect and enhance key biodiversity sites, halt and reverse the decline in biodiversity, and further develop and restore large scale habitats
2. Improve the quality of rivers, streams, lakes, groundwater and estuaries
3. Create a coherent network of well-managed marine conservation zones, to protect important marine wildlife, habitats, geology and archaeological remains, support healthy seas and sustainable fisheries

Three key issues for East Sussex:

1. Threats to habitats and biodiversity from climate change, including the impacts on coastal habitats & species and rivers and streams, and the need to manage habitats to improve their adaptability to support biodiversity
2. The health of our rivers, streams, lakes, groundwater and estuaries is under pressure from how we use the land and from climate change – there are opportunities to protect and improve the ecology of our waterbodies through river basin management
3. The need to protect and enhance the marine and coastal environment and support sustainable fisheries



What we will do

Action	Who will be responsible
We will develop co-ordinated implementation and management plans for 10 Biodiversity Opportunity Areas and local, national and internationally important biodiversity and geodiversity sites by March 2013	Lead: Sussex Wildlife Trust Partners: Sussex Biodiversity Partnership
We will complete an investigation programme into the quality of water bodies by December 2012 and deliver good ecological status/potential in our priority water bodies by 2015	Lead: Environment Agency Partners: South East River Basin Liaison Panel
We will work with industry, leisure users and other stakeholders to identify and make recommendations to government for securing the designation of Marine Conservation Zones (MCZs) off the East Sussex Coast and support the Sussex IFCA to implement the MCZ network by March 2012	Lead: Balanced Seas Project Team Partners: Sussex Inshore Fisheries and Conservation Authority (IFCA)

Environmental principle 4:

Respect and care for the built heritage of East Sussex, develop high quality environments in our towns and villages and protect and enhance the distinctive character of the county's landscapes

Our environment in facts and figures:

51% of East Sussex is part of the High Weald Area of Outstanding Natural Beauty and 14% is part of the South Downs National Park

Ashdown Forest is the largest area of heathland vegetation and largest public access site in South East England

English Heritage identified 33 heritage assets at risk in East Sussex in 2010

The historic environment of East Sussex includes archaeological sites stretching over 250,000 years, Iron Age hillforts, Roman villas, Saxon burial grounds, medieval castles and ship wrecks

The population of the county is estimated to increase by 23,400 between 2010 and 2026

What needs to happen:

1. Conserve the landscape and built heritage of East Sussex in a manner appropriate to its significance and protect the distinctive character of towns, villages and wider landscape of the county
2. Develop high quality environments in our towns and villages and improve streets and other public open spaces so that people feel safer in, and make more use of, them
3. Reduce the environmental impact of new and existing developments and create well planned environmental and green infrastructure that supports the landscape, habitats and wildlife

Three key issues for East Sussex:

1. The deterioration, fragmentation and loss of the distinctive character of the East Sussex landscape and the habitats it supports, through creeping suburbanisation in rural areas, loss of significant landscape features, trees and hedgerows, decline in quality and fragmentation of woodlands, and heritage assets at risk
2. The need to regenerate urban areas, and reduce environmental crime, anti-social behaviour and the dominance of vehicles
3. The need to manage the impacts of new development and infrastructure on the local identity of our built environment, landscape and habitats



What we will do

Action	Who will be responsible
We will develop a countywide approach to green infrastructure that supports the management and restoration of the county's landscape and the habitats its supports by March 2013	Lead: Sussex Wildlife Trust Partners: South Downs National Park Authority; High Weald AONB Joint Advisory Committee; Borough and District Councils; Natural England
We will develop Area Action Plans, Master Plans and other plans which improve towns and villages across East Sussex and strengthen their local character by March 2013	Lead: Borough and District Councils Partners: East Sussex County Council
We will ensure that the appropriate environmental infrastructure associated with new development is planned for and that environmental objectives are represented in Local Development Frameworks by March 2012	Lead: Borough and District Councils Partners: East Sussex County Council

Environmental principle 5:

Promote the use of open and green spaces as part of healthier and more active lifestyles

Our environment in facts and figures:

Only 13% of people in East Sussex are meeting current recommendations for weekly physical activity

Physical activity reduces the risk of developing major chronic diseases like coronary heart disease, stroke and type 2 diabetes by up to 50%, and the risk of premature death by about 20-30%

Physical inactivity is estimated to be costing the NHS in East Sussex over £10.5 million per year

Evidence from the Natural England/Department of Health Walking for Health scheme suggests that for every £1 invested in the scheme, £7 worth of health benefit is delivered

People who live within 500m of accessible green space are 24% more likely to take the recommend amount of physical activity

What needs to happen:

1. Promote the use of open spaces, including the countryside, beach, parks and gardens among children and young people, and older people, as a means of enabling people to live healthy and active lives
2. Ensure that 90% of the population of the county has access to a natural greenspace within 5 minutes of their home, to provide the opportunity to be active outdoors on a daily basis
3. Promote everyday active travel with walking and cycling routes through green corridors

Three key issues for East Sussex:

1. Opportunities exist to reduce health inequalities, improve physical and mental wellbeing and reduce the costs of healthcare by improving physical activity and participation in sports, active recreation, learning and play in open spaces
2. Our open spaces are under-valued as resources for the community and places where people can connect with and benefit from being in the natural environment
3. We need to provide better sustainable access to open spaces, in line with national and local standards



What we will do

Action	Who will be responsible
We will ensure a co-ordinated approach to opportunities for physical activity in green spaces particularly focussing on the needs of people who experience health inequalities or who are least likely to access physical activity opportunities by March 2012	Lead: East Sussex Public Health Department Partners: East Sussex County Council, District and Borough Councils, Natural England
We will begin to implement a Strategic Open Spaces Strategy for East Sussex to provide greater public access to open space by March 2012	Lead: East Sussex County Council
We will complete the Pebsham Countryside Park Connect 2 coastal circuit between Hastings and Bexhill by March 2012	Lead: East Sussex County Council Partners: Hastings Borough Council, Rother District Council

Environmental principle 6:

Reduce, reuse and recycle waste and use more unavoidable waste as a resource

Our environment in facts and figures:

Each person in East Sussex created an average of 475kg of waste in 2009/10

64% of household waste in East Sussex was recycled, composted or used to create renewable electricity in 2009/10

36% of our household waste was landfilled

Waste analysis in East Sussex has shown that a third of what's left in the average dustbin is food waste, costing households around £420 every year

Around 80% of waste results from business activity and costs businesses around 4% of their turnover

What needs to happen:

1. Reduce, reuse, and recycle more, and generate energy from the waste we do create using sustainable waste management technologies and facilities
2. Help the business community to become more resource efficient and create less waste, and to reuse, recycle and compost more of its waste
3. Reduce food and packaging waste and increase its recycling and composting (or anaerobic digestion), both from homes and catering establishments

Three key issues for East Sussex:

1. Waste is still not widely regarded as a resource; too few discarded materials are reused, recycled or recovered to produce energy
2. We need to reduce the amount of household waste we create and landfill, and increase levels of reuse, recycling & composting, and energy generation from waste
3. There is a lack of data on commercial and industrial waste created in East Sussex, a need to reduce waste from this sector, and increase its reuse, recycling and composting



What we will do

Action	Who will be responsible
We will reduce the amount of household waste sent to landfill by 80% of 2009/10 levels and increase the percentage of household waste sent for reuse, recycling and composting to 40% by March 2012	Lead: East Sussex County Council Partners: Borough and District Councils
We will investigate the feasibility of composting or anaerobic digestion of food waste from homes and businesses in East Sussex by March 2012	Lead: East Sussex County Council Partners: Borough and District Councils
Following the government's waste policy review we will consider the need for a strategy for minimising commercial and industrial waste and increasing the amount of commercial and industrial waste that is reused, recycled and composted, or which is used for energy recovery by March 2012	Lead: East Sussex County Council Partners: Borough and District Councils

Environmental principle 7:

Reduce the impact of travel on the environment and improve sustainable travel choices to access services and facilities within and between communities in the county

Our environment in facts and figures:

Transport accounts for around 30% of the county's CO₂ emissions and is the fastest growing source of greenhouse gases

Traffic levels in the county grew by 3% between 2003 and 2009

Walking trips in the county increased by 23% and cycling trips rose by 14% between 2005/6 and 2009/10

The wider environmental costs of air pollution, greenhouse gas emissions and noise from UK transport are estimated to be between £8.7bn and £19.3bn per year

There are 70km of off-road cycle routes and 1000km of bridleways and Rights of Way available to cyclists in East Sussex

What needs to happen:

1. Increase sustainable travel choices through improvements to support public and community transport, walking, cycling and car-share and to promote the health benefits of walking and cycling
2. Reduce greenhouse gas emissions, local air pollution and noise from transport
3. Minimise the need to travel and improve access to jobs, education, health and other services through affordable and sustainable transport and technology-based solutions



Three key issues for East Sussex:

1. We need to improve sustainable and affordable travel choices such as walking, cycling, car sharing and car clubs, public and community transport, particularly where new housing and employment sites are developed and also in rural areas
2. Road traffic continues to have impacts on the environment and local communities through air pollution, noise, and the emission of greenhouse gases; this means that environmental and health costs (and the associated health inequalities) continue to affect the county
3. There is potential to reduce the need to travel by enabling people to access more services remotely and by encouraging working from home or from local centres through greater broadband coverage and faster connections



What we will do

Action	Who will be responsible
We will develop a full Local Transport Implementation Plan for 2011/12 – 2015/16 to include infrastructure and service measures to support sustainable modes of transport i.e. walking, cycling, public and community transport by 31 March 2012	Lead: East Sussex County Council Partners: Bus operators - commercial and community, local cycle groups
We will take forward measures to increase the number of trips taken by walking and to promote walking as beneficial to health by March 2016	Lead: East Sussex County Council Partners: ESSP/East Sussex Public Health Department/NHS
We will take forward measures to increase the number of cycle trips including the development of a Eastbourne Cycle Strategy by March 2016	Lead: East Sussex County Council Partners: ESSP/East Sussex Public Health Department/NHS

Environmental principle 8:

Improve the quality of the environment and our health by reducing air and noise pollution

Our environment in facts and figures:

Air pollution reduces the life expectancy of every person in the UK by an average of 6 months

The annual health costs of air pollution in the UK are between £4.5bn and £10bn, but there are no local estimates of health impacts

Concentrations of ground level ozone are some of the highest in the country

Government research shows tackling air pollution and climate change together could yield additional benefits of £24 billion by 2050

Persistent noise stress increases the risk of high blood pressure and heart disease

What needs to happen:

1. Ensure that measures to tackle climate change achieve maximum benefits for local air quality
2. Meet national air quality objectives across the county and designate areas of tranquillity
3. Seek reductions in rural ozone levels through central Government and EU action on the emissions that lead to ozone formation



Three key issues for East Sussex:

1. Air pollution from traffic exceeds national air quality objectives in some busy and congested locations in the county and traffic noise levels exceed national noise indicators along parts of our major road network
2. There are opportunities to link up much better measures we take to reduce air pollution with those to tackle climate change in order to maximise the effectiveness of our actions
3. East Sussex has some of the highest levels of ozone in the country, which can damage our health, crops, and natural ecosystems



What we will do

Action	Who will be responsible
We will identify potential areas of tranquillity by March 2012	Lead: East Sussex County Council Partners: Borough and District Councils; CPRE
We will implement the Air Quality Action Plans for the A259 Bexhill Road, Hastings & Lewes town centre and develop a package of Low Emissions Strategy (LES) measures for East Sussex to reduce emissions of air pollution and CO2 by March 2012	Lead: Lewes District Council/Hastings Borough Council (Air Quality Action Plans); Sussex Air Quality Partnership (Low Emissions Strategy)
We will lobby central Government to further reduce emissions of pollutants at source which cause ground level ozone in East Sussex by March 2012	Lead: Sussex Air Quality Partnership

Environmental principle 9:

Reduce the environmental impacts of food production and distribution, improve health through better diets and support the agricultural and food economy of the county

Our environment in facts and figures:

Food accounts for at least a fifth of UK greenhouse gas emissions

The UK is only 60% self-sufficient in food production

The number of Britain's farmers and farm workers has declined by 26 per cent over the past twenty years and 60,000 new entrants are needed in the farming industry in the UK in the next decade

800 village shops close each year in the UK

Only 33% of adults in East Sussex eat 5 portions of fruit and vegetables a day

23% of adults and around 20% of reception year children were overweight or obese in 2007/8 in East Sussex

What needs to happen:

1. Support the transition to a low-carbon food production and distribution system, reduce carbon intensive fertilisers and animal feed from off-site, and make use of locally produced composts and digestate
2. Increase opportunities for people in East Sussex to buy local, seasonal food, including through shops and markets in towns and villages in the county and increase the proportion of locally produced food in the public and hospitality sectors
3. Increase the numbers of people and organisations growing food for their own consumption

Three key issues for East Sussex:

1. The need to reduce greenhouse gas emissions from food production, distribution and wastage and make better use of natural resources
2. There is limited seasonal, local food in towns and villages and within the public sector (e.g. schools and across the county); increasing this could reduce the environmental impacts of distribution and shopping, support the local land-based economy, promote a better understanding of how food is grown, and support healthier eating
3. East Sussex, along with the rest of the UK, needs to become more self sufficient in the production of its own food – such as by meeting the increasing demand for people to grow their own food and protecting existing farmland from non-agricultural development



What we will do

Action	Who will be responsible
We will produce a Sustainable and Healthy Food Action Plan for East Sussex by July 2012	Lead: Lewes Food Market Team Partners: Transition Town Lewes
We will seek, in partnership with others, to increase the amount of local food available in town and village stores and markets in the county and increase the proportion of locally produced food in the public and hospitality sectors by March 2013	Lead: Lewes Food Market Team Partners: Transition Town Lewes; East Sussex Public Health Department; East Sussex County Council; Borough and District Councils
We will identify locations where people can grow more of their own food, for example in community allotments and through land-sharing by March 2013	Lead: Lewes Food Market Team Partners: Transition Town Lewes; East Sussex Public Health Department; East Sussex County Council; Borough and District Councils

Environmental principle 10:

Increase our understanding, appreciation and stewardship of the environment of East Sussex

Our environment in facts and figures:

Defra's 2009 survey of public attitudes and behaviours towards the environment found that the environment was the third most important priority for government behind the economy and unemployment

The British Trust for Conservation Volunteers works with 628,000 volunteers a year

In the Big Vote 09 of issues of concern to young people in East Sussex, transport and the environment came first and second respectively and have become the 'campaign issues' for the Youth Cabinet 2009-2011

In East Sussex, just under half of all the people who volunteer are between 16 and 25

Three key issues for East Sussex:

1. The need to empower individuals and communities to take ownership of their local environment and the challenges it faces, to reconnect people with their environment, promote better understanding, awareness and valuing of the environment, and inspire greener behaviours
2. Harnessing and increasing locally the social return on investment in volunteering – estimated to be at least a 4:1 return on investment
3. Increasing health and wellbeing and re-integrating marginalised people back into society through practical environmental volunteering and engagement

What needs to happen:

1. Support and encourage volunteering, to allow people to get involved in their local open spaces, support conservation work, and develop new skills and experience
2. Encourage people to enjoy, understand and take action to safeguard our natural environment for future generations and reconnect young people with nature to stimulate and educate them to be advocates for the natural environment in the future
3. Support environmental networks and voluntary organisations to help create a shared understanding of environmental issues and jointly deliver environmental, social and financial benefits to the county, including through the provision of public services



What we will do

Action	Who will be responsible
We will support communities across the county to develop and share practical solutions to climate change and exploit renewable energy by March 2012	Lead: Environment Agency Partners: Climate Change Partnership for East Sussex
We will support 20 schools to use the Sustainable Schools Toolkit via the Carbon Hub, to increase awareness about the environment among young people by March 2012	Lead: East Sussex County Council
We will identify opportunities to support communities, voluntary organisations and social enterprises to deliver more waste prevention plans and implement community waste management schemes by December 2012	Lead: East Sussex County Council Partners: Borough and District Councils

Glossary

Accessible Natural Greenspace	Places where human control and activities are not intensive so that a feeling of naturalness is allowed to predominate and that are available for the general public to use free of charge and without time restrictions (although some sites may be closed to the public overnight and there may be fees for parking a vehicle). The places are available to all, meaning that every reasonable effort is made to comply with the requirements under the Disability Discrimination Act (DDA 1995). An accessible place will also be known to the target users, including potential users who live within the site catchment area.
Air Quality Action Plans (AQAPs)	Plans which local councils are legally required to prepare if they have areas where national air quality objectives are breached. The plans must contain measures that <i>work towards</i> meeting national air quality objectives, though there is no absolute legal duty on the council to meet the objectives.
Anaerobic digestion (AD)	A process for treating biodegradable waste (such as kitchen, garden and farm wastes) which produces methane that can be used as an energy source, as well as separate liquid and solid by products that can be used as fertilisers.
Area of Outstanding Natural Beauty (AONB)	A formally designated precious landscape whose distinctive character and natural beauty are so outstanding that it is in the nation's interest to safeguard them.
Biodiversity	A term commonly used to describe the variety of life on Earth. It encompasses the whole of the natural world and all living things with which we share the planet, including plants, animals, even invisible micro-organisms and bacteria.
Biodiversity Opportunity Areas (BOAs)	A targeted landscape-scale approach to conserving biodiversity and identify the greatest opportunities for habitat creation and restoration.
Buffering/buffer zones	Areas created to enhance the protection of a conservation area or a similar environmentally sensitive place such as a water abstraction point, normally with some kind of restrictions or special management measures in place.
Carbon Hub	An interactive website designed to help schools across the county cut energy usage, reduce their carbon footprint and save money.
Climate change adaptation plans	Plans by government, local councils and other organisations to review what they do and make themselves and the wider community more resilient to future changes in climate (particularly extremes of weather) and develop in ways which maximise the opportunities that climate change is expected to bring.
Community allotment	Shared allotments accessible to a group of people within a given locality.
East Sussex Youth Cabinet	A group of young people who have been elected by their peers to represent the voice of young people in East Sussex.
Economic value of the environment	The monetary value that we derive from the environment but which we normally don't have to pay for, such as clean air. It can be calculated by measures like how much people are willing to pay to have a view of a landscape or the costs of treating diseases caused by air pollution, which would not be incurred if the air was cleaner. It is important to recognise that there are limitations to the use of economic valuing because it can be difficult to value some of the fundamental and irreplaceable services and benefits the environment provides.
Ecosystem	The environment and interaction between all the living organisms and the non-living environment such as air, soil, water and sunlight in a given area.
Energy recovery	The process of creating energy such as heat or electricity from waste.
Environmental infrastructure	Infrastructure that provides areas with facilities that protect human health and the environment, such as infrastructure for water supply, waste disposal, and pollution control services.

Environmental stewardship	An environment scheme that provides funding to farmers and other land managers in England to deliver effective environmental management on farmland. In more general terms environmental stewardship refers to caring for, or looking after the environment.
Floodplain	An area next to a river or stream that floods easily, or would do so if there were not man-made flood defences or engineering works in place.
GDP	Gross Domestic Product - the market value of all final goods and services produced within a country in a given period.
Green economy	The parts of the economy that generate wealth through providing goods and services which protect or enhance the environment, particularly renewable energies and environmental technologies which help reduce carbon emissions. See also 'Low carbon industries/jobs'.
Green infrastructure (GI)	A strategically planned and delivered network of high quality green spaces and other environmental features, designed and managed as a resource with various functions capable of delivering a wide range of environmental and quality of life benefits. Green Infrastructure includes parks, open spaces, playing fields, woodlands, allotments and private gardens.
Green Tourism Business Scheme (GTBS)	The national sustainable tourism certification scheme for the UK.
Greenhouse gas	Gases including carbon dioxide, methane, water vapour and nitrous oxide, which prevent heat from escaping back from the Earth and into space, therefore creating the 'greenhouse effect'. A significant increase in greenhouse gas concentrations since the industrial revolution is widely accepted by the scientific community as being the cause of man-made climate change.
Health inequalities	Differences in health status and life expectancy between different population groups. Some health inequalities are attributable to the external environment and conditions mainly outside the control of the individuals concerned.
Historic environment	The physical legacy of thousands of years of human activity in the form of buildings, monuments, sites and landscapes.
Land-share	A scheme which brings together people who want to grow their own food with those who have land to share.
Landscape	The combination of a number of factors including natural influences (underlying geology, landform, soils, climate, habitats and biodiversity) and human influence (historical and current land uses, settlement patterns and human activity), both past and present, which form the character of a place on a large scale.
Local Flood Risk Management Strategy	A strategy which, working in partnership with key stakeholders, the County Council has to develop under the Flood and Water Management Act (2010). The strategy will define and document all of the flood risk management activities in the County in relation to surface water run-off, groundwater and ordinary watercourses.
Local Strategic Partnerships (LSPs)	A body that brings together the different parts of the public, private, voluntary and community sectors, working at a local level. The lead player in the LSP is the local council. Other players include the police and the health sector. The LSP aims to ensure the different organisations work together to deliver services more effectively.
Local Transport Plan (LTP)	A County Council plan for delivering national and local government shared priorities for transport.
Low carbon economy	There is no formal definition of a low carbon economy. The UK Government has set legally binding targets of reducing carbon emissions by 80% of 1990 levels by 2050. Where this term is used in this strategy, it is intended to describe the economy of East Sussex with this 80% cut in carbon emissions.

Low carbon industries/jobs	Jobs in the Low Carbon and Environmental Goods and Services sector which includes traditional environmental activities, as well as activities in the renewable energy and emerging low carbon market. See also 'green economy'.
Low emissions strategy (LES)	A package of measures for mitigating air pollution and carbon dioxide emissions associated with road transport.
Marine Conservation Zones (MCZs)	A new type of Marine Protected Area. MCZs will protect nationally important marine wildlife, habitats, and geology in our seas.
MSC	Marine Stewardship Council – the MSC is the world's leading certification and eco-labelling program for sustainable seafood and fisheries.
National air quality objectives	Health-based targets set by Government. Local authorities are required to designate areas which do not meet the objectives as Air Quality Management Areas and prepare an Air Quality Action Plan (see above) for each one.
National Nature Reserves (NNRs)	A selection of the most valued Sites of Special Scientific Interest (see below) which have strong legal protection. The majority also have European nature conservation designations.
National Park	National Parks are extensive areas, each with its own managing authority to conserve and enhance its natural beauty, wildlife and cultural heritage and promote opportunities to understand and enjoy its special qualities. The only National Park in East Sussex is the South Downs National Park
Ozone	An air pollutant which is highly irritant to the respiratory system and which also damages crops and other vegetation. It is formed by the action of sunlight and oxygen on other pollutants and typically occurs in highest concentrations in rural areas downwind of towns and cities. Because of this it is hard to control and can only really be managed by reducing at source the emissions which create it.
Renewable energy	Energy which comes from natural resources such as sunlight, wind, rain, tides, and geothermal heat, which are renewable (naturally replenished).
Resource efficiency	Using natural resources in the most efficient way, as many times as possible, without harming the environment.
Shoreline Management Plans	A large-scale assessment of the risks associated with coastal processes, which helps reduce these risks to people and the developed, historic and natural environments.
Sites of Nature Conservation Importance (SNCIs)	Locally important sites of nature conservation adopted by local authorities for planning purposes and identified in the local development plan.
Sites of Special Scientific Interest (SSSIs)	A conservation designation denoting a protected area in the UK. SSSIs are the country's very best wildlife and geological sites. Most other legal nature/geological conservation designations in Great Britain are based upon them.
Strategic Open Spaces Strategy	A County Council strategy for improving public access to large scale (over 20 hectares in size) natural greenspaces.
Sustainable Community Strategy (SCS)	The long-term vision for the County, aimed at tackling local needs and improving well-being. The SCS is the 'plan of plans' in the area. It sits above all the other plans and sets out the key tasks required to deliver the vision.
Sustainable tourism	Tourism which aims to have a low impact on the environment and local culture, while helping to generate future employment for local people.
Sustainable world fair share	The concept of global fairness in the way we use resources and the impacts we have on the environment.

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