












# APPENDIX 1: Summary of Strategic Priorities and Tasks

Theme	Strategic Priority	Key tasks - countywide
 <p>Economy, Jobs and Prosperity</p>	<p>To narrow the economic performance 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>	<ul style="list-style-type: none"> <li>• Support local businesses to start up, diversify and grow</li> <li>• Attract new and sustainable business and investment into the county</li> <li>• Encourage and support innovation and entrepreneurial activity</li> <li>• Facilitate the development of more affordable, modern and environmentally friendly business accommodation and sites</li> <li>• Reduce barriers to employment and address worklessness</li> <li>• Promote further and higher education and learning opportunities</li> <li>• Invest in and promote skills development, especially in key sectors</li> <li>• Recognise and support the different economic needs and development potential of our urban, rural and coastal economies</li> <li>• Develop high-value and priority sectors such as engineering, ICT, environmental technologies, construction, care and retail</li> <li>• Reduce child poverty by 2011 and eradicate it by 2020.</li> </ul>
 <p>Transport, Access and Communications</p>	<p>To improve sustainable travel choices and access to services and facilities within and between communities in the county</p>	<ul style="list-style-type: none"> <li>• Implement the Bexhill to Hastings Link Road and support the development of the Newhaven Port Access Road</li> <li>• Increase sustainable travel choices, improve public transport and reduce the need to travel by car</li> <li>• Improve road safety and reduce congestion, minimise negative impacts on the environment and improve air quality</li> <li>• Reduce the number of children, young people and adults of all ages who are socially excluded by improving access to jobs, education, learning, health and other services through affordable transport and technology related solutions including next generation broadband</li> <li>• Improve the maintenance and management of our transport network.</li> </ul>
 <p>Housing</p>	<p>To provide affordable, good quality and environmentally friendly homes and housing for all</p>	<ul style="list-style-type: none"> <li>• Increase the supply of homes and increase and diversify the supply of affordable homes, housing and tenures in all areas, both rural and urban</li> <li>• Develop high quality, modern and efficient health, social care and housing support services for older people</li> <li>• Minimise homelessness, especially hidden and youth homelessness</li> <li>• Improve the quality of existing homes and help bring empty homes back into use to help people in housing need</li> <li>• Increase energy and water efficiency of new and existing homes</li> </ul>

Theme	Strategic Priority	Key tasks - countywide
		<ul style="list-style-type: none"> <li>• Plan infrastructure needs alongside housing developments, and ensure new developments do not increase flood risk</li> <li>• Extend number and range of people receiving housing-related support</li> <li>• Enable new sites to meet the needs of Gypsies and Travellers.</li> </ul>
 <p>Environment and Climate Change</p>	<p>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</p>	<ul style="list-style-type: none"> <li>• Develop high quality environments in our towns and villages</li> <li>• Reduce traffic, increase alternative sustainable travel choices and improve air quality</li> <li>• Increase green spaces, leisure opportunities and visitor facilities and make best use of our natural assets</li> <li>• Prepare for the effects of climate change; manage the risks and make the most of the opportunities</li> <li>• Encourage individuals and organisations to minimise their water consumption, CO<sub>2</sub> emissions and overall environmental impact</li> <li>• Reuse, reduce and recycle more household, business and industrial waste</li> <li>• Ensure climate change is a strategic consideration of Local Development Frameworks and other planning policies</li> <li>• Improve streets and green spaces so that places are safer.</li> </ul>
 <p>Education, Learning and Skills</p>	<p>To provide high quality education, learning and skills development opportunities for all by building on good performance and improving poor performance</p>	<ul style="list-style-type: none"> <li>• Establish integrated services for children under 5 and their families through a network of children's centres and increase take up and quality of early years education</li> <li>• Provide and increase accessible vocational and academic, lifelong learning and skills development opportunities for all, including people with special educational needs and people in later life</li> <li>• Develop early years support for children, their parents and carers</li> <li>• Raise educational achievement and skills levels across the county</li> <li>• Reduce the educational attainment and skills gap for people from deprived and vulnerable backgrounds and disadvantaged areas</li> <li>• Develop adult learning provision and take-up across the county</li> <li>• Increase employer involvement and satisfaction with skills training</li> <li>• Enable all young people to be in education, employment or training.</li> </ul>
 <p>Health and Wellbeing</p>	<p>To reduce health and care inequalities within and between communities and improve overall health and wellbeing</p>	<ul style="list-style-type: none"> <li>• Improve physical health, mental wellbeing and life expectancy, especially amongst those who are least healthy</li> <li>• Reduce the number of people getting long term and serious illnesses</li> <li>• Provide easy and appropriate access to information and services to help people of all ages to make healthy lifestyle choices</li> <li>• Enable people to live healthy and active lives, and encourage use of open spaces</li> </ul>

Theme	Strategic Priority	Key tasks - countywide
		<p>including the countryside, beach, parks and gardens</p> <ul style="list-style-type: none"> <li>• Reduce teenage pregnancy and reduce self-harming lifestyles, obesity, smoking, alcohol and substance misuse</li> <li>• Support people to have access to, choice and control over services provided to help them remain independent as they grow older, or if they have physical disabilities, learning disabilities or mental health problems or live with long-term health conditions</li> <li>• Improve the user, patient and carer experience and support for carers of all ages</li> <li>• Improve support to children and young people on the edge of care, especially vulnerable teenagers.</li> </ul>
 <p>Community Safety</p>	<p>To build safe communities through targeted activity, particularly in high crime areas</p>	<ul style="list-style-type: none"> <li>• Reduce crime and re-offending, particularly in crime hotspots and high crime areas</li> <li>• Increase community reassurance and reduce the fear of crime</li> <li>• Reduce serious and violent crime, deliberate fire setting, domestic violence and hate crimes in particular, and ensure victims are supported</li> <li>• Reduce the harm caused by drugs and alcohol misuse</li> <li>• Build respect in communities, reduce anti-social behaviour and reduce bullying, wherever it occurs</li> <li>• Protect children and young people from harm</li> <li>• Improving communication, consultation and community engagement</li> <li>• Preventing youth crime</li> <li>• Improving road safety</li> <li>• Tackling emerging crime issues arising from the economic downturn.</li> </ul>
 <p>Community Strength and Leadership</p>	<p>To build strong, sustainable communities with effective and inclusive participation, representation and leadership</p>	<ul style="list-style-type: none"> <li>• Plan for and meet the needs of changing and new communities</li> <li>• Promote fair access to inclusive services and assist those on lower incomes to gain better access to financial support and benefits</li> <li>• Tackle social, financial and environmental inequalities</li> <li>• Empower local people of all ages to have a greater voice and influence over local decisions that affect their lives and neighbourhoods</li> <li>• Develop and strengthen the local Voluntary and Community Sector</li> <li>• Promote community ownership or control of buildings, spaces and local community service delivery</li> <li>• Support and encourage volunteering</li> <li>• Encourage greater voter participation in local and national elections</li> <li>• Plan a response in case of emergencies, reducing risk and informing the public.</li> </ul>

Theme	Strategic Priority	Key tasks - countywide
 <p>Culture, Sports and Leisure</p>	<p>To enable everyone to enjoy a wide range of cultural, sporting and leisure opportunities</p>	<ul style="list-style-type: none"> <li>• Encourage participation in cultural, sporting and leisure activities amongst people of all ages and tackle the barriers of access and affordability, particularly in areas where active recreation and sports participation is low.</li> <li>• Provide life-long learning opportunities in arts, culture and sports</li> <li>• Promote the health and social benefits of an active life</li> <li>• Develop support for cultural, sports and leisure based businesses</li> <li>• Invest in multi-purpose community owned buildings in rural areas</li> <li>• Conserve the natural and built heritage of East Sussex and its use</li> <li>• Promote East Sussex as a place where the arts, culture, sports and play are valued and can be enjoyed</li> <li>• Facilitate sustainable employment opportunities for professional artists, performers, sportspeople and others involved in the creative, sports and leisure industries and promote volunteering in the arts, culture, sports and leisure.</li> </ul>
 <p>Older People</p>	<p>To support older people and carers to have a healthy, active and independent life</p>	<p>Key tasks are integrated into the themes. Underpinning them will be to ensure that older people continue to be involved in, and consulted about, the services that do, or may, affect them.</p> <ul style="list-style-type: none"> <li>• Develop high quality, modern and efficient health, social care and housing support services</li> <li>• Provide opportunities for continued learning and development in later life</li> <li>• Assist older people and carers to play an active part in community life and have a collective voice</li> <li>• Provide access to activities that promote a healthy lifestyle</li> <li>• Assist older people and carers to gain better access to services and transport, and those on lower incomes to gain better access to financial support and benefits.</li> </ul>
 <p>Children and Young People</p>	<p>To ensure 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>Key tasks are integrated into the themes. Underpinning them will be improving the way that agencies work together through the Children's Trust to identify and respond, in an integrated way, to the needs of children and young people and their families; and shifting resources to prevention and early identification and increase the range of family support services available</p> <ul style="list-style-type: none"> <li>• Improve access to services, especially in rural areas</li> <li>• Help children and young people to make healthy lifestyle choices and reduce health inequalities</li> <li>• Reduce teenage conception rates across the county</li> </ul>

Theme	Strategic Priority	Key tasks - countywide
		<ul style="list-style-type: none"> <li>• Protect children and young people from harm</li> <li>• Reduce bullying towards children and young people wherever it occurs</li> <li>• Improve support to children and young people on the edge of care, especially vulnerable teenagers</li> <li>• Establish integrated services for children under 5 and their families through a network of children's centres and increase take up and quality of early years education</li> <li>• Provide positive activities for children and young people and to increase opportunities for children and young people to be involved and participate in decisions which affect them and their communities</li> <li>• Tackle youth homelessness, and provide better housing and housing-related support for young people</li> <li>• Reduce child poverty by 2011 and eradicate it by 2020</li> <li>• Raising the aspirations, confidence and motivation of families and communications as well as individual children and young people.</li> </ul>