

# 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**

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**EASTBOURNE ● HASTINGS ● LEWES DISTRICT ● ROTHER ● WEALDEN**

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**Version 1: Published May 2009**

## Introduction

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

- The three year [Local Area Agreement](#) (LAA) 2008-2011
- 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 an evidence based countywide response to the recession and related impacts so that, in the longer term, East Sussex can emerge in a stronger position
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 promote, protect and enhance the natural and built environment

8. Support the establishment of a new countywide partnership climate change board and work with it to take action on climate change adaptation

### 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 coordinated response to tackling the causes and effects of alcohol misuse

### Community strength and leadership

12. Influence the development and implementation of the East Sussex Compact strategic plan
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 are being developed to 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. Delivery plans will be assessed to ensure they are compatible, where relevant, with Local Development Frameworks; address equality and diversity issues; deliver social, economic and environmental benefits; and meet the needs of our rural communities.

## Pride of Place Countywide Action Plan

SCS Theme	SCS strategic priority (Outcome)	SCS Key Task	Action	Results
Economy, jobs and prosperity	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.	Cross-cutting	1. Ensure there is an evidence based countywide response to the recession and related impacts so that, in the longer term, East Sussex can emerge in a stronger position	A coordinated response to the recession and related impacts (e.g. housing, health, community safety, worklessness, learning and skills, vulnerable people, homelessness, debt advice, fuel poverty) in the short and longer term
		Cross-cutting	2. Encourage partners to adopt sustainable procurement policies	Sustainable procurement policies adopted and implemented
Transport, access and communications	By 2026: To improve sustainable transport choices and access to services and facilities within and between communities in the county.	Cross-cutting	3. Encourage partners to improve access to information on services, wherever and however residents want it	Increased access to information on services
		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
Housing	By 2026: Affordable, good quality and environmentally friendly homes and housing for all	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

<b>SCS Theme</b>	<b>SCS strategic priority (Outcome)</b>	<b>SCS Key Task</b>	<b>Action</b>	<b>Results</b>
<b>Environment and climate change</b>	By 2026: Our natural and built environment is protected and enhanced for current and future generations, and individuals and organizations are enabled to tackle and adapt to climate change	To develop high quality environments in our towns and villages	7. Encourage partners to work together to promote, protect and enhance the natural and built environment	A countywide partnership environment strategy leading to cleaner and greener communities and improved access to open spaces
		To ensure climate change is a strategic consideration of Local Development Frameworks and other planning policies	8. Support the establishment of a new countywide partnership climate change board and work with it to take action on climate change adaptation	A countywide partnership climate change board to provide a long term strategic lead on climate change adaptation and related actions
<b>Education, learning and skills</b>	By 2026: High quality education, learning and skills development opportunities for all by building on good performance and improving poor performance	Cross-cutting	9. Develop a strategic and partnership approach to raising aspirations through life long learning and development	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
<b>Health and wellbeing</b>	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.
<b>Community Safety</b>	By 2026: Safe communities through targeted activity, particularly in high crime areas	To reduce the harm caused by drugs and alcohol misuse	11. Develop a strategic and cross-cutting approach to tackling the causes and effects of alcohol misuse	A range of initiatives including campaigns, ensuring partners' strategies and plans address the impact of alcohol on their services, and increased support for alcohol treatment and intervention

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 strategic plan	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
		Promote the health and social benefits of an active life	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 1, 3, 4, 6, 9, 11 and 13.	
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.

**Local Area Agreement (LAA):** A Local Area Agreement (LAA) is a three year agreement between central and local government setting out the priorities for a local area and how these will be tackled in partnership.

**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.

**Climate change adaptation:** the ways in which individuals, organisations and communities can respond to the risks and opportunities of a changing climate e.g. flood defenses and growth of new environmental businesses.

**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	East Sussex LAA	Other Countywide Partnership Plans
Economy, jobs and prosperity	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.	1. Ensure there is an evidence based countywide response to the recession and related impacts so that, in the longer term, East Sussex can emerge in a stronger position  2. Encourage partners to adopt sustainable procurement policies	32 <a href="#">79</a> <a href="#">117</a> <a href="#">118</a> <a href="#">153</a> <a href="#">163</a> 171 <a href="#">173</a> Mandatory education and learning National Indicators	<ul style="list-style-type: none"> <li>• <a href="#">East Sussex Economic Development Strategy</a></li> <li>• Adult Learning and Skills Strategy (under review)</li> <li>• <a href="#">14-19 Implementation Plan</a></li> <li>• <a href="#">Draft Blueprint for Economic Growth and Prosperity: Eastbourne Hailsham Triangle</a></li> <li>• <a href="#">Regional Economic Strategy for South East England</a></li> <li>• <a href="#">South East Plan</a></li> </ul>
Transport, access and communications	By 2026: To improve sustainable transport choices and access to services and facilities within and between communities in the county.	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	<a href="#">47</a> <a href="#">110</a> <a href="#">117</a> <a href="#">175</a> <a href="#">198</a>	<ul style="list-style-type: none"> <li>• <a href="#">Local Transport Plan (LTP)</a></li> <li>• <a href="#">Regional Transport Strategy</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	East Sussex LAA	Other Countywide Partnership Plans
<b>Housing</b>	<p>By 2026:</p> <p>Affordable, good quality and environmentally friendly homes and housing for all</p>	<p>6. Enable partners to strengthen links and build capacity to address countywide housing needs and related issues</p>	<p><a href="#">136</a>  <a href="#">142</a>  <a href="#">154</a>  <a href="#">155</a>  <a href="#">156</a>  <a href="#">159</a></p>	<ul style="list-style-type: none"> <li>• Pan-Sussex Empty Homes Strategy (link to follow)</li> <li>• County Youth Homelessness Strategy (in development)</li> <li>• <a href="#">East Sussex Traveller Strategy</a></li> <li>• <a href="#">Supporting People</a></li> <li>• <a href="#">Regional Housing Strategy</a></li> <li>• <a href="#">South East Plan</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>
<b>Environment and climate change</b>	<p>By 2026:</p> <p>Our natural and built environment is protected and enhanced for current and future generations, and individuals and organizations are enabled to tackle and adapt to climate change</p>	<p>7. Encourage partners to work together to promote, protect and enhance the natural and built environment</p> <p>8. Support the establishment of a new countywide partnership climate change board and work with it to take action on climate change adaptation</p>	<p><a href="#">47</a>  <a href="#">175</a>  <a href="#">186</a>  <a href="#">188</a>  <a href="#">192</a>  <a href="#">198</a></p>	<ul style="list-style-type: none"> <li>• <a href="#">Joint Municipal Waste Management Strategy</a></li> <li>• <a href="#">Waste and Minerals Development Framework</a></li> <li>• <a href="#">High Weald AONB Management Plan</a></li> <li>• <a href="#">South Downs Management Plan</a></li> <li>• <a href="#">Sussex Biodiversity Action Plan</a></li> <li>• <a href="#">Local Transport Plan</a></li> <li>• <a href="#">South East Plan</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	East Sussex LAA	Other Countywide Partnership Plans
<b>Education, learning and skills</b>	<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>	<p><a href="#">53</a> <a href="#">79</a> <a href="#">118</a> <a href="#">153</a> <a href="#">175</a> Mandatory education and learning National Indicators</p>	<ul style="list-style-type: none"> <li>• <a href="#">Children and Young People's Plan (CYPP)</a></li> <li>• Adult Learning and Skills Strategy (under review)</li> <li>• 0-5 Strategy (being updated)</li> <li>• <a href="#">East Sussex Economic Development Strategy</a></li> <li>• EYFS Closing the Gap Action Plan (available offline)</li> <li>• <a href="#">14-19 Implementation Plan</a></li> <li>• <a href="#">Special Educational Needs and Inclusion Strategy</a></li> <li>• <a href="#">Looked After Children Education Strategy</a></li> <li>• <a href="#">Attendance Strategy</a></li> <li>• <a href="#">Joint Commissioning Strategy for Carers</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>
<b>Health and wellbeing</b>	<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>	<p><a href="#">8</a> <a href="#">110</a> <a href="#">112</a> <a href="#">120</a> <a href="#">123</a> <a href="#">130</a> <a href="#">135</a> <a href="#">136</a> <a href="#">142</a> <a href="#">175</a></p>	<ul style="list-style-type: none"> <li>• Investing in Life Strategy (available offline)</li> <li>• <a href="#">Joint Commissioning Strategy for Carers</a></li> <li>• <a href="#">Joint Commissioning Strategy for Older People</a></li> <li>• <a href="#">Mental Health Joint Commissioning Strategy</a></li> <li>• <a href="#">Improving Life Chances</a></li> <li>• Learning Disability Joint Commissioning Strategy (due)</li> <li>• Young Carers Strategy (in development)</li> <li>• Falls Prevention Strategy (in development)</li> <li>• Brain Injury Strategy (in development)</li> <li>• <a href="#">Adult Alcohol Misuse Commissioning Strategy</a></li> <li>• Stroke Strategy (available offline)</li> <li>• <a href="#">Time of Our Lives</a></li> <li>• <a href="#">Supporting People</a></li> <li>• <a href="#">Putting People First</a></li> <li>• <a href="#">Children and Young People's Plan</a></li> <li>• <a href="#">NHS South East Coast Operating Framework</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	East Sussex LAA	Other Countywide Partnership Plans
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 causes and effects of alcohol misuse</p>	<p><a href="#">1</a> <a href="#">19</a> <a href="#">20</a> 30 32 <a href="#">142</a></p>	<ul style="list-style-type: none"> <li>• <a href="#">East Sussex Community Safety Agreement</a> NB. Action Plans being developed will be on Safe in East Sussex from July <ul style="list-style-type: none"> <li>○ Reducing anti-social behaviour and improving perceptions</li> <li>○ Preventing youth crime</li> <li>○ Preventing and reducing violent crime</li> <li>○ Reducing adult re-offending</li> <li>○ Improving road safety</li> <li>○ Reducing hate crime and promoting reporting of hate crime incidents</li> <li>○ Reducing the harm caused by drugs</li> <li>○ Reducing the harm caused by alcohol misuse</li> <li>○ Improving communication, consultation and community engagement</li> <li>○ Youth Crime Prevention Strategy</li> </ul> </li> <li>• <a href="#">Youth Justice Plan</a></li> <li>• <a href="#">East Sussex Division Policing Plan</a></li> <li>• East Sussex Alcohol Harm Reduction Strategy (Being drafted. Due to be completed in July)</li> <li>• East Sussex Drug Strategy (due to be developed at the end of 2009/10). In the meantime people can view: <ul style="list-style-type: none"> <li>○ Adult Drug Treatment Plan (link to follow)</li> <li>○ Young Persons Treatment Plan (link to follow)</li> <li>○ Adult Drug Misuse Commissioning Strategy: Safe in East Sussex (link to follow)</li> </ul> </li> <li>• <a href="#">Adult Alcohol Misuse Commissioning Strategy</a></li> <li>• Violence Against Women Strategy (in development)</li> <li>• <a href="#">Children and Young People's Plan</a></li> <li>• <a href="#">Anti-Bullying Strategy</a></li> <li>• <a href="#">Supporting People</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	East Sussex LAA	Other 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 strategic plan  13. Encourage partners to share knowledge to help understand our communities better	<a href="#">1</a> <a href="#">4</a> <a href="#">118</a> <a href="#">130</a> <a href="#">173</a>	<ul style="list-style-type: none"> <li>• <a href="#">East Sussex Infrastructure Business Plan (Change Up)</a></li> <li>• <a href="#">East Sussex Compact annual action plan</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>
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	<a href="#">8</a> <a href="#">110</a> <a href="#">118</a> <a href="#">175</a>	<ul style="list-style-type: none"> <li>• Cultural Strategy (in development)</li> <li>• <a href="#">County Sports Development Strategy</a></li> <li>• <a href="#">Children and Young People's Plan</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>
Older people	By 2026: To support older people to have a healthy, active and independent life	Incorporated in actions above	<a href="#">8</a> 30 <a href="#">135</a> <a href="#">136</a> <a href="#">142</a> <a href="#">175</a>	<ul style="list-style-type: none"> <li>• <a href="#">Joint Commissioning Strategy for Older People</a></li> <li>• <a href="#">Time of Our Lives</a></li> <li>• <a href="#">Joint Commissioning Strategy for Carers</a></li> <li>• <a href="#">Supporting People</a></li> <li>• <a href="#">Putting People First</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>

SCS Theme	SCS strategic priority (Outcome)	Countywide Action Plan	East Sussex LAA	Other 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>	<p><a href="#">20</a> <a href="#">112</a> <a href="#">118</a> <a href="#">136</a> <a href="#">142</a> <a href="#">156</a> <a href="#">175</a> <a href="#">198</a> Mandatory education and learning National Indicators</p>	<ul style="list-style-type: none"> <li>• <a href="#">Children and Young People's Plan (CYPP)</a></li> <li>• County Youth Homelessness Strategy (in progress)</li> <li>• Youth Crime Prevention Strategy (in development)</li> <li>• Young Carers Strategy (in development)</li> <li>• <a href="#">County Sports Development Strategy</a></li> <li>• <a href="#">East Sussex Teenage Pregnancy Action Plan</a></li> <li>• <a href="#">Family Support Strategy</a></li> <li>• <a href="#">Anti-Bullying Strategy</a></li> <li>• <a href="#">Joint Commissioning Strategy for Carers</a></li> <li>• <a href="#">Healthy Care Strategy for Looked After Children</a></li> <li>• Teenage Pregnancy and Sexual Health Strategy (available offline)</li> <li>• <a href="#">14-19 Implementation Plan</a></li> <li>• EYFS Closing the Gap Action Plan (available offline)</li> <li>• <a href="#">Special Educational Needs and Inclusion Strategy</a></li> <li>• <a href="#">Looked After Children Education Strategy</a></li> <li>• <a href="#">Attendance Strategy</a></li> <li>• <a href="#">Supporting People</a></li> <li>• <a href="#">Looked After Children Offending Strategy</a></li> <li>• Local Development Frameworks: <a href="#">Eastbourne</a>, <a href="#">Hastings</a>, <a href="#">Rother</a>, <a href="#">Wealden</a>, <a href="#">Lewes</a></li> </ul>