



East Sussex Strategic Partnership

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Feedback from East Sussex Assembly Event

18 September 2007 at Uckfield Civic Centre

60 people attended the Assembly event.

1. Welcome and introduction to the day

Jeremy Leggett, the Chairman of the East Sussex Strategic Partnership (ESSP) welcomed everyone to the event. He made reference to the event last year and signposted delegates to their packs where a paper detailed what differences had been made as a result of the feedback from last year. He outlined the programme for the day and the purpose of the event.

2. That was then, this is now: A round up of achievements

Alison Horan gave a PowerPoint presentation describing the success of the first year of the LAA, highlighting the work on the integrated sustainable community strategy and introducing the fact that we have some really tricky or 'wicked' issues within the county. [Click here to view the presentation.](#)

3. Wicked issues workshop

During the first workshop session participants were asked to endorse the identified priorities for the sustainable community strategy and to think of any additional issues that might have been missed, that are hard to tackle and will be referred to as the wicked issues. Assembly members were asked to identify the 'wicked issues' in East Sussex; that is those issues that are:

- Difficult to address
- Cross cutting
- Deeply embedded, and
- High priority for communities and politically.

Issues identified included:

Strategy Theme	Wicked issue
Economy	Tackling poverty (x2) Range of jobs
Environment	Mitigate risks and adapt to climate change Dealing with waste Recycling – bigger emphasis needed (link to waste/emissions strategy) Flooding/drought – protecting people from
Health	Health and safety at work Self-harming lifestyles
Housing	Housing allocation Tension/balance between housing and employment Responding to migration and changing needs



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Safety	Supporting witnesses Safe and secure (x3) Crime – young people as victims of crime, particularly bullying Crime prevention – tackling the cause of crime (x2) Elder abuse
Skills	Tackling disruption in the classroom Not just skills, education in schools Identify the number of children with unknown needs Raising aspirations
Transport and access	Manage the roads we have got Rural transport Access (x 3)
Culture and Leisure	Overall – more balance between/across themes i.e. similar number of priorities Quality of life Increased independence To value all areas of the community irrespective of cultural/ambition (x2) Recognising the VCS as an employer and player within prosperity Reference to particular 'groups' in community – how they are referred to
Deprivation (new heading)	Deprivation - should be strong driver
Others	Community cohesion/governance/self determination (x 3) Matrix of issues - not a list to demonstrate links more easily To promote partnerships – to trust one another Lobbying (particular on planning bureaucracy)

4. The toughest of challenges session

Delegates were then allocated 5 dots and had to place these on their top priorities – which included the priorities for improvement and the wicked issues. Delegates were also given 3 stars and are asked to place them on the 3 most difficult to deliver issues.

Nearly 20 major topics were identified. Members were then asked firstly to rate the priorities according to their relative importance and secondly the difficulty of addressing the issue. The very nature of the issues makes them quite difficult to group because of the interdependencies between them.

The top areas of importance were:

- **1st - Cultural change** this included the need to increase pride and aspiration, corporate social responsibility, community involvement and engagement, parental responsibility and empowering individuals.
- **2nd - Transport and access** this includes roads infrastructure, rural transport, green transport options and travel options.
- **3rd - Self harming lifestyles** this includes substance misuse, but mostly alcohol, teenage pregnancy, obesity and smoking.
- **4th - Planning** this includes affordable housing, land allocation tensions between housing and business, migration and demographic change and Gypsies and Travellers.
- **Joint 5th - Deprivation** this included specific reference to increasing personal debt, housing costs and poverty.
- **Joint 5th - Safety and security** this includes anti social behaviour, perceptions of crime and safety, prevention of crime, and domestic violence.

Other areas identified in priority order were:

- Climate change/environment
- Needs of the young
- The economy
- Social polarisation
- Community cohesion
- The care sector/ needs of the elderly
- Funding and resources
- Bureaucracy stifling change
- Communication
- Partnership working on target delivery

Of the identified issues, those that were considered to be the hardest to tackle were:

- 1st - Deprivation
- 2nd - Transport and access
- 3rd - Cultural change
- 4th - Climate change and the environment
- Joint 5th - Planning, and Safety and security

5. Wicked Issues, Big Ideas workshop

Of the identified wicked issues, two different issues were allocated to each of the small groups. Delegates then self-selected which issues they wish to tackle. The groups discussed:

1. Why are the issues tough to deliver?
2. What do they want to achieve in the long term?
3. How can they achieve the outcomes?
4. What other issue could these issues/outcomes help/hinder/relate to?
5. What do they need and from whom to achieve the outcomes?

Each table then began to create an action plan for achieving their set of desired outcomes.

ACTION PLANS

	Wicked Issue	Action points
1.	Anti Social Behaviour and Alcohol	<ul style="list-style-type: none"> • Limiting access to alcohol • Cultural/social norms/behaviour • Not just 'out' – but also 'at home' • Endemic – across age/class/location • Greater dispersal of licensed bars/premises? • Changing perception of it being okay/fun • Only public campaign relates to driving • Imbalance in investment drugs vs alcohol • Education/information at an early age • Causes/drivers – stress? <p>What</p> <ul style="list-style-type: none"> • Campaign – responsible drinking – safe consumption • Education • Promoting personal responsibility and citizenship • 'Standards' in employment contracts • Link to related issues e.g. health impacts • Cultural/social alternatives • A multi-agency campaign “pack”/toolkit • Strong/clear evidence – survey <p>Who</p> <ul style="list-style-type: none"> • Industry • PCT • Local Authority • CDRPS
2.	Climate change	<ul style="list-style-type: none"> • Targeted local actions/campaigns and schemes • Personal responsibility • Change behaviour and attitudes - sticks and carrots – constraints and incentives <p>What are the big issues/priorities</p> <ul style="list-style-type: none"> • Education • Individuals and business/industry/construction - both contribute to the problem and solution • Affordable/cheap public transport • Travel choices – especially increase walking • Carbon off-setting helps land management – requires facilities 'close' to home, not always fits with lifestyles • Flexible working –promote through trade organisations – could this work with small business/ • Using new technology e.g. video conferencing • Communicating the facts – highlighting the connections – local global • County wide strategy/ looking beyond 2026 • Environmental clauses in contracts • Unified policies/shared services – consistent approaches across the county

3.	Social Polarisation and increasing pride and aspiration	<ul style="list-style-type: none"> • Economic context – widening gap – financial cultural • Social cohesion in an increasingly diverse community • Mapping and projections of communities • demographic data <ul style="list-style-type: none"> ○ reliability ○ pooling data and information – sources? • Recording • SOA <ul style="list-style-type: none"> ○ Employment ○ educational achievement • Where is focal point of community <ul style="list-style-type: none"> ○ What exists ○ Where is it ○ Is it enough? ○ Community empowerment ○ Community assertiveness • Do the poor deserve to be poor? <ul style="list-style-type: none"> ○ £ contributions to society – accountability – influence they have on where its spent • How high up the agenda is social polarisation and cultural cohesion • Are ‘we’ listening to what we are being told/are ‘we’ asking the right things • Neighbourhood network to capture information that is already known about a locality • Lack of buying to social activities • Issue of trust in transient/newer communities • Housing allocation and the sustainability of communities <ul style="list-style-type: none"> ○ impact of putting ‘one type’ in one place • Sustainable neighbourhood approach <ul style="list-style-type: none"> ○ long term planning ○ infrastructure to support it ○ being able to ‘afford’ to remain in the community <p>Actions</p> <ul style="list-style-type: none"> • Feed into local development framework • Look at how housing is allocated • Understand more about the ‘focal points’ of a community • Collate info centrally/regularly about our community <ul style="list-style-type: none"> ○ demographics and cultures • Listen properly and use what we already know • Increase in healthy lifestyles • Encourage ‘community’ participation
4.	Child Obesity	<ul style="list-style-type: none"> • Factors that contribute to it <ul style="list-style-type: none"> ○ not walking to school ○ perception of lack of safety ○ unstructured play ○ food and diet – types of cooking it ○ advertising from manufacturers and suppliers ○ lack of education ○ transiency (B&B’s not a home)

		<ul style="list-style-type: none"> ○ trust in the fabric of the community <p>Solution</p> <p>A stable and settled community that will help people to feel safe and want to let their children 'outside' more.</p> <p>Action Plan</p> <ul style="list-style-type: none"> ● Improve education <ul style="list-style-type: none"> ○ physical activity options increased – not just football and netball ○ about healthy eating ○ before/after school clubs ○ teach males to cook – stereotypes ● Lobby food manufacturers and advertising/tv programmes ● Change perceptions of the implications of why you should stop/change/alter behaviour – do not preach ● Encourage or provide more diversionary activities that can be organised/managed by several partners in a community ● Change attitudes and influences of parents – how keen are they for their child to be healthy ● Include community open space and leisure facilities in local plans <ul style="list-style-type: none"> ○ flows in progress (LDF) ○ need effective consultation before not after
5.	Affordable Housing	<p>Why?</p> <ul style="list-style-type: none"> ● Property prices ● Suitable stock ● Lack of quantity ● Needs to be lead by planner ● No spatial planning form County (mastermap) ● Property market – sustainable community ● Right mix needed ● Community resistance – particularly in villages ● Lack of suitable accommodation for older people ● Lack of available land ● Migration into the County part of the problem ● Issues of families <ul style="list-style-type: none"> ○ no property available to rent – no opp to live in town grown up in when return from university ○ third generation unemployed ○ breakdown of extended families – rolling social problems coming out <p>What wanting to achieve</p> <ul style="list-style-type: none"> ● Sustainable valued community for everybody ● More responsibility for prices ● Ways of financing property through Trusts ● Change in Government property (Council should take responsibility) <p>Potential Solution</p> <ul style="list-style-type: none"> ● High quality sustainable community ● Community landfills – need to looked at as whole issue <p>What do we need and from whom to achieve outcome</p> <ul style="list-style-type: none"> ● Opportunity now to invest in assets – to buy up land ● Developing relationships with developers

		<ul style="list-style-type: none"> • Engaging developers • Promoting community as place to live • Thinking differently – invest time in doing things different – planners to refocus on town centres • Engaging with people who have expertise • Master-planning the town (Newhaven) (physical master-planning) • Being truly integrated • Looking at existing stock to rent – looking at ways to subsidise rent • Looking at properties for older people • Encouraging older people to share housing (freeing up free rooms) • Balanced communities • Creating smarter schemes
6.	Focussing on the needs of the young	<p>Why</p> <ul style="list-style-type: none"> • Revenue projects not sustainable • Putting money into infant education rather than junior <p>Why so tough?</p> <ul style="list-style-type: none"> • Distances of young from mainstream societies. • Young people feel: <ul style="list-style-type: none"> ○ Threatened ○ No place to call own ○ Needs no different from that of adult ○ Advise/guidance an issue ○ Different backgrounds/class put pressure on young people <p>Way forward</p> <ul style="list-style-type: none"> • Need to develop own strategy • Making sure have sufficient resources • Those who have done well should be congratulated • Ensure young people feel good about themselves • Partnership working important • Over next 6 months – ask young people what they need • Involve voluntary sector • To empower Youth Council funding. • Involve young people more in deliberations – needs to be two way • Include youth reps into every meeting • Try to change way Councils work
7.	Access and Transport	<ul style="list-style-type: none"> • Lack of funding • Government responsibilities • NIMBYs • Timescales • Long term restructuring • Everybody has an opinion <p>Want to achieve</p> <ul style="list-style-type: none"> • Better access to major centres within and outside county • Affordability of use and availability • Reducing car usage/carbon footprint • Transport needs taken into account in all developments <p>Hindrance</p>

		<ul style="list-style-type: none"> • Money • Slow planning system • Short term contracts <p>To Do Regional and national involvement</p> <ul style="list-style-type: none"> • Section 106 Agreements – into one East Sussex pot • Articulating specific needs • Developing community transport schemes <p>Action Plan</p> <ul style="list-style-type: none"> • Lobby Government – Regional Transport Board • Making the Local Transport Plan more well known and understood and linking into – Local Development Framework <p>Measure</p> <ul style="list-style-type: none"> • More people using public transport especially disabled people • Reduction in the number of road miles travelled. • Improving timings to access major resources (ports etc) for business <p>Timescale 5 years</p>
8.	Tackling Deprivation	<ul style="list-style-type: none"> • Access to the county (infrastructure) • Cultural change • Low educational attainment • Not just looking at concentrations in Hastings and Eastbourne but also looking at rural deprivation • Perception of ‘wealthy’ South East <p>Want to achieve</p> <ul style="list-style-type: none"> • Better jointed up working • Need to demonstrate our difference (especially to Government) Civil Servants. • Taking innovative ideas to ministers that join up service • Benefit take up • Improving housing QOL, education, opportunities, crime etc <p>Hindrance</p> <ul style="list-style-type: none"> • Decision making process • Benefits legislation • We work in silos <p>To do</p> <ul style="list-style-type: none"> • Better jointed up working • Generating innovative ideas • Employers supporting initiatives to provide job opportunities for people who are disadvantaged <p>Measures Improvement in MD Index especially in the worst SOAs</p>

6. Don't stop there: make a commitment

All of the action plans were then brought back to the main hall. Delegates were asked to make a commitment to an action. The following commitments were made on the day:

COMMITMENTS

Name	Organisation	Commitment	By
Guy Purdey	Museums, Libraries and Archives	Produce toolkit to support inclusions of sport and culture in LAA addressing cross-cutting outcomes	November 2007
Nick Head	Sussex Tourism Partnership	To open up our carbon offset scheme to people of East Sussex	March 2008
Sadie Mason	Sussex CSP (Sports England)	To see an integrated and measurable target for increasing community participation in sport and active recreation by 1% by 2013	June 2008
Ila Mazumdar	Sompriti	Continue to be involved as appropriate and identify potential links between Sompriti and ESSP work, and where there are see now they can be built on	On-going/as information from today is finalised and distributed.
Debby Matthews	South Downs CVS	Test out what Sussex Enterprise/business link can offer VCS and create a catalogue back to inform them of different needs of groups who require to be more 'business-like' but are not business in the classic sense	
Mark Froud	Sussex Enterprise	Work with the local authorities to develop business link plans that are more responsive to local needs	March 2008
Judith Clabby	East Sussex Hospital NHS Trust	Think about joint innovative opportunities with local businesses to join with health	As part of our business plan as an NHS Foundation Trust
Tricia Mitchell	Sussex Deaf Association	Make members and colleagues aware of environmental issues and try to reduce carbonisation	18 September 2007
Cheryl Miller	ESCC	Ensure I continue to battle with Government to ensure maximum flexibility in deciding local priorities dominate in the LAA	April 2008
John Hawkins	East Sussex Youth Offending Team	Add three more sustainable community reparation project provided by the Youth Offending Team for young offenders.	March 2008

Name	Organisation	Commitment	By
John Appleyard	East Sussex Seniors Association	More do-do and less talk-talk	18 September 2007
Steve Hare	Age Concern East Sussex	Introduce an awareness programme re alcohol use amongst older people using our services	April 2008
Sara Winnington	Energy Centre for Sustainable Communities	To get more involved in issues regarding East Sussex	18 September 2008
Graham Freeborn	Freedom Leisure	To further research and assist in development of school swimming (Primary) in relation to child obesity issue	On-going but expect significant progress by March 2008
Chris Wick	Environment Agency	Progressively reduce environmental footprint of our organisations – Climate change	-
Mark Pearson	East Sussex Economic Partnership Ltd	Deliver the East Sussex economic development strategy	2017
Hamish Monro	East Sussex Economic Partnership	Help deliver the East Sussex Economic Strategy in partnership working	2017
Tim Sorensen	East Sussex Education Business Partnership	Increase employer engagement within learning and skills agendas for young people	Ongoing
Councillor Bob Tidy	ESCC	Increase parental responsibility and encouragement of better behaviour of children	2009
Geoff Brown	East Sussex Citizens Advice Bureau	Explore options and opportunities for working in partnership to reduce deprivation in East Sussex	08/09
Chris Large	East Sussex Fire and Rescue Service	Help, in any way I can, to ensure we work together as organisations more effectively	n/a
Alistair Robson	ESCC	Continue to developing client change actions	September 2009
Amelia Peacock	ESCC	Contribute and learn more about the Integrated Sustainable Community Strategy	June 2008
Ken Foster	ESCC	Understand the needs of the young and their aspirations	April 2009
Shaun Mallin	Learning and Skills Council Sussex	Continue to maximise and align funding opportunities to reduce the NEET register in East Sussex	On-going
Martin Fisher	Rother Voluntary Action	Enthusiastically support action aimed at improving services for young people	April 2008
David Walters	SALC	Affordable housing for all	Soonest

Name	Organisation	Commitment	By
Tracey Evans	Lewes LSP	Ask my LSP to consider a district youth strategy and include targets in the community strategy and representation LSP	26 September 2007
Mike Burgess	Job Centre Plus: Sussex	Bring Job Centre Plus – as an active member to the ESSP (this assumes you want us!)	19 September 2007
Allen Anthony	Parsons Brinckerhoff on behalf of Highways Agency	To aid the decision making process to be as efficient as possible.	18 September 2007
Lesley Goble	Eastbourne Association of Voluntary Services	Feed this information into our local LDF. Prepared to be involved in community assets/CSR discussions – through consultation period and through ESP	-
Graham Marley	1066 Enterprise	To lobby both locally and nationally for improved transport infrastructure	Continuous

Evaluation Questionnaires gave the following feedback:

Q1 How would you rate the presentations?

	<i>Very good</i>	<i>Good</i>	<i>Poor</i>	<i>Very poor</i>
Alison Horan – That was then this is now	5 <input type="checkbox"/>	27 <input type="checkbox"/>	4 <input type="checkbox"/>	0 <input type="checkbox"/>

Q2 How would you rate the workshops?

	U/R	<i>Very good</i>	<i>Good</i>	<i>Poor</i>	<i>Very poor</i>
Wicked Issues		8 <input type="checkbox"/>	27 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
Toughest challenges	3	4 <input type="checkbox"/>	26 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
Wicked Issues, big ideas	2	7 <input type="checkbox"/>	24 <input type="checkbox"/>	3 <input type="checkbox"/>	0 <input type="checkbox"/>

Q3 How would you rate the organisation of the event?

		<i>Very good</i>	<i>Good</i>	<i>Poor</i>	<i>Very poor</i>
Before the event	2	15 <input type="checkbox"/>	19 <input type="checkbox"/>	0 <input type="checkbox"/>	0 <input type="checkbox"/>
On the day of the event	1	20 <input type="checkbox"/>	15 <input type="checkbox"/>	0 <input type="checkbox"/>	0 <input type="checkbox"/>

Q4 What did you think about the venue?

	<i>Very good</i>	<i>Good</i>	<i>Poor</i>	<i>Very poor</i>
Location of venue	14 <input type="checkbox"/>	21 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>
Accessibility of venue	13 <input type="checkbox"/>	22 <input type="checkbox"/>	1 <input type="checkbox"/>	0 <input type="checkbox"/>

Q5 Was there anything we could or should have done to improve the Assembly event?

- No excellent really enjoyed it
- At the start of the final workshop we should have had a 5 minute briefing from ESEP/ESCC/ Sx Ent or whoever to show what the present position is so cutting some waste of time
- Information beforehand to inform our work today; not sure whether all sectors represented today e.g health 7 diversity of the VCO to inform today's decisions
- More background in advance; not enough vol sector who could help in delivery of targets and the identification of issues
- It may have been better to narrow the number of issues put forward in the opening workshop – too much to discuss in too little time, resulting in some unrewarding discussion
- A lot to discuss, many topics, not focused
- Delegates drawn from too narrow a monoculture. If one designates Gipsies as 'wicked' albeit with embarrassment, one might have the courtesy to engage with that minority on an equal respectful basis
- More of the challenges before the event.

Q6 To what extent do you agree or disagree with the following statements about the draft East Sussex Integrated Sustainable Community strategy?

		<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>
The themes proposed in the strategy reflect the key issues for people in East Sussex 1	N/R	4 <input type="checkbox"/>	27 <input type="checkbox"/>	3 <input type="checkbox"/>	1 <input type="checkbox"/>	<input type="checkbox"/>
The priorities for improvement set out in the strategy will help to improve the quality of life for people in East Sussex N/R 1		3 <input type="checkbox"/>	27 <input type="checkbox"/>	4 <input type="checkbox"/>	1 <input type="checkbox"/>	<input type="checkbox"/>

Q7 Are there any themes or priorities for improvement you believe have been missed and should be included in the draft East Sussex Integrated Sustainable Community Strategy?

- Citizen engagement at the local level
- Maintaining the importance of fuel poverty and energy efficiency
- Learning & Skills – basic literacy and numeracy; employability skills; personal and community learning
- Include a section on how the vol sector capacity needs to be continuously supported in order for them to play a part in community development. Acknowledge their value as employers, providers of community capacity and developers of services.
- Community empowerment/independence and preventative agenda and mental well being. Building on strengths of all communities.
- Waste not just recycling linked to climate change, businesses and local people
- Adapting to the impacts of climate change i.e protection from flooding and draught.
- Access to hospital services; recognition of all statutory bodies' priorities
- Drug misuse; gaining more community engagement and feeling of community
- A clear and measurable statement or target on increasing the level of adult (16+) participation in sport and active recreation (much more info on feedback sheet)
- Increase parental responsibility
- A broader theme of addressing the culture of a ' lack of ambition' in the county
- Empowerment of the individual
- More specific and measurable references to sport exercise and activity.