

Report to: East Sussex Strategic Partnership
Date: 12 March 2009
Title: Sustainable Community Strategy Countywide Action Plan
Author: Lisa Schrevel, Partnership Development Manager, ESCC
Purpose: To present the second draft Countywide Sustainable Community Strategy (SCS) Action Plan

Recommendation: That the ESSP Executive Board:

1. Endorse the Countywide Action Plan
2. Invite wider partners and other key stakeholders to participate in its development and delivery, and
3. Bring an update of progress to the July board.

1. Introduction

- 1.1. This Countywide Action Plan has been developed with partners over the past year. It will be one of a number of action plans that help deliver [Pride of Place](#), the Sustainable Community Strategy for East Sussex (SCS)

2. Development of the Plan

- 2.1. A first draft of the Plan was discussed at the East Sussex Assembly meeting in November 2008. The Plan was amended in the light of comments received and against the criteria for inclusion of actions. Amendments were discussed with Assembly workshop leaders to check they still captured and reflected participating partners' ideas.
- 2.2. Four actions discussed at the Assembly are unchanged, but some have been:
 - Re-worded to make them easier to understand and/or more strategic
 - Merged into a single, more strategic action. Where this has occurred, the linked actions have been captured in the 'results'
 - Deleted for being too short-term and operational, or because they are being taken forward in another plan
- 2.3. Results linked to actions have been amended accordingly. A document listing all changes from the first draft is available if required.
- 2.4. The attached Plan was then circulated to all ESSP members and November Assembly participants asking for any significant comments or changes they wanted to be fed into discussions at this meeting. A summary of comments received will be tabled.
- 2.5. The Joint LSP Chairs and Coordinators Group has maintained an oversight role on behalf of all LSPs to ensure the countywide, district and borough action plans are developed (where they do not already exist) in such a way that they connect to each other.

3. The Plan

- 3.1. The attached Plan sets out 15 countywide actions which, in line with the agreed criteria for inclusion, are:
 - Not being delivered through any other existing plan
 - Highly strategic, one or two per theme
 - Focused on prevention and developmental work, and
 - Longer term, up to 10 years, subject to review.

- 3.2. Feedback from the November Assembly on the size and complexity of the early draft has led to a simpler plan summarising actions and results against the relevant strategic priority and key task. Every effort has been made to make the language clear and simple (Plain English). A glossary of terms that may be unfamiliar is appended for clarity.
- 3.3. Whilst much progress was made at the November Assembly, there remained a number of unanswered questions regarding delivery e.g. participating partners, timescales and performance measures. To avoid an incomplete plan, delivery details have not been included in the plan, but will be developed with partners and progress reported to the board in July.

4. Next steps

- 4.1. Once the Plan is endorsed, wider partners will be given the opportunity to participate in delivery planning sessions to discuss and develop proposals on how the activity will be delivered and over what timescale, relevant performance indicator/s and targets, the lead partnership or partner, and other partnerships or partners who wish to be involved in delivery.
- 4.2. These proposals would 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. It is proposed that, as with the LAA delivery plans, the SCS delivery plans are made available on the ESSP website.
- 4.3. Any proposed changes to the Plan which arise from delivery planning and assessments would be reported back to the board in July.
- 4.4. It is envisaged that, as with the LAA, partners that indicate an interest in leading and/or delivering any actions would use their own business planning processes to embed those actions into their own business plans.
- 4.5. Partners are aware that this will be one of a number of plans that help deliver the priorities in the Sustainable Community Strategy, Pride of Place. A list of all known associated plans will be made available on the ESSP website, and updated once a year.

Pride of Place

The Sustainable Community Strategy for East Sussex

2008-2026

Working Towards a Better Future for Local People and Local Communities

SECOND DRAFT Countywide Action Plan

EASTBOURNE ● HASTINGS ● LEWES DISTRICT ● ROTHER ● WEALDEN

February 2009: SECOND DRAFT SCS Countywide Action Plan

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 the District and Borough Sustainable Community Strategies and partners' plans e.g. the Children and Young People's Plan

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.

Summary of proposed 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.

Next steps

Once the action plan is agreed, detailed delivery plans will be 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 also 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.

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

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

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 defences 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.