

The Integrated Sustainable Community Strategy for East Sussex 'Pride of Place'

Results of Consultation

20 November 2007 – 12 February 2008

Report produced by Lisa Schrevel, Partnership Development Manager, East Sussex County Council on behalf of the six Local Strategic Partnerships in East Sussex

15 April 2008



EXECUTIVE SUMMARY

1. Introduction

This report contains information about consultation on Pride of Place – the draft Integrated Sustainable Community Strategy for East Sussex, which took place for 12 weeks from 20 November 2007 to 12 February 2008. The objectives of the consultation were to seek views on Pride of Place, its vision for 2026, and to establish whether the objectives and priorities set out in the strategy will improve quality of life for people across East Sussex.

2. Action undertaken during the consultation period

The consultation was promoted via the East Sussex Strategic Partnership (ESSP) website, the district and borough Local Strategic Partnership websites, local press and radio, consultation events, county networks and partner organisations.

The consultation period included:

- Public and partner consultation
- Proofing exercises to ensure the strategy addressed rural, sustainability and equalities principles, and
- Checking the evidence base.

3. Consultation respondents

A total of 98 responses were received from individuals and organisations via consultation surveys and written responses.

4. Consultation findings

Findings from the consultation showed that respondents were broadly supportive of the strategy's vision, objectives and priorities however:

- Minor changes were proposed to the text, language, grammar and design
- A number of alternative titles were suggested
- Additions to the text were proposed on issues respondents felt were either not included or considered insufficiently clear
- Clarification of issues and processes, the most regularly mentioned being more detail on how the strategy will be implemented, and
- A number of strategic issues were identified, the most regularly mentioned being the environment, climate change, sustainability, local distinctiveness and extremes within and between localities.

5. Consultation outcomes

The results of this consultation were presented to the East Sussex Strategic Partnership (ESSP) Executive Board in February. The draft strategy was then revised in the light of feedback.

6. Next steps

The re-drafted strategy is currently going through a process of formal approval by the six Local Strategic Partnerships (LSPs) and six Local Authorities in the county. It will be published in June.

INTRODUCTION

- a. Pride of Place, the draft Integrated Sustainable Community Strategy for East Sussex, was developed by all six Local Strategic Partnerships (LSPs) in the county in partnership with their Local Authorities and was published on 20 November for a 12 week consultation period.
- b. A Strategy Project Team, comprising the LSP coordinators of the six LSPs, oversaw the development of the draft strategy and all actions carried out during the consultation period.
- c. East Sussex County Council (ESCC), on behalf of all the LSPs and Local Authorities, provided a coordination and editorial role for the countywide sections of the draft strategy, and helped coordinate the consultation.
- d. The District and Borough LSP coordinators developed, drafted and consulted on their respective District and Borough chapter. Comments emerging from the main consultation were provided to District and Borough LSP coordinators for their consideration. Information on the District and Borough consultations and outcomes is available from the relevant LSP coordinator.
- e. This report therefore focuses on the joint and countywide sections of the draft strategy namely:
 - i. Introduction
 - ii. Chapter 1: Our Vision, Objectives and Priorities
 - iii. Chapter 2: What is Distinctive about East Sussex (now Chapter 3 in the final draft for approval)
 - iv. Chapter 8: Delivering Change and Monitoring Progress (now Chapter 2 in the final draft for approval)

2. ACTION UNDERTAKEN DURING THE CONSULTATION PERIOD

- a. Public and partner consultation:
 - i. Pride of Place was published online on the ESSP website, and hard copies were made available in all public libraries. The consultation was promoted via email, the six LSP websites and through local press and radio. The general public, partners and other interested bodies were invited to respond via a consultation survey (online and hard copies, see Appendix 1), or by sending written responses by post or email to the County, District or Borough Councils.
 - ii. Community consultation events were coordinated and held by Eastbourne LSP and Rother LSP, consultation events with hard to reach young people took place in each of the Districts and Boroughs, and the East Sussex and Traveller Forum was also consulted.
- b. Proofing exercises
 - i. The draft strategy was rural proofed by Wealden District Council using the Department for Environment, Food and Rural Affairs rural proofing checklist to ensure that the strategy was suitably adapted for meeting the needs of rural areas.

- ii. Equalities Impact Assessments were carried out to ensure the strategy appropriately addressed equality and diversity issues. Rother District Council undertook the Equalities Impact Assessment for the countywide sections of the strategy and each District and Borough Council assessed their own chapter.
 - iii. A sustainability appraisal of the strategy was carried out by the Sustainability Unit of Lewes District Council to ensure it addressed sustainable development principles.
 - iv. There is always an element of subjectivity to such tests, but standard checklists and methods were used to help reduce bias. However, rural and sustainability proofing focuses on delivery rather than on strategy, making it difficult to apply the criteria to Pride of Place as a high level strategy.
- c. The strategy's evidence base was checked and each statistic and evidence-based statement was referenced with the data source and year. Where relevant, data was updated in the subsequent version of the strategy (currently out for approval) and a referenced 'evidence base' will be published as a companion to the final strategy.
- d. Once the consultation period had ended, and all responses collated and analysed, the following information was made available to all LSP coordinators, so that they and key partners could have access to and review all the information available:
- i. Copies of all consultation responses received, and an analysis of those responses.
 - ii. Copies of all survey responses received, and an analysis of those responses.
 - iii. Rural Proofing report, produced by Wealden District Council.
 - iv. Equalities Impact Assessments for the countywide sections and each of the District and Borough chapters, carried out by the District and Borough Councils.
 - v. Sustainability Appraisal report, produced by Lewes District Council.
 - vi. Pride of Place evidence check: the full strategy with each statistic and data based statement referenced with the data source and date.

3. CONSULTATION RESPONDENTS

- a. 98 responses were received in total, comprising 63 consultation surveys (some of which had comments) and 34 written responses. A list of all organisational respondents is given in Appendix 2.
- b. Of the total consultation responses received, 38 (39%) were from individuals, the majority of whom were white, British, males aged 35 to 59 years old. It is important to note therefore that, whilst every individual's response was valued and has been considered, they may not necessarily reflect views held by the wider public.

The table below shows the gender and age profile of survey respondents compared to the last census. NB. Creative consultation workshops were held with over 50 hard to reach young people. Two seniors' forums responded to the consultation. 7.9% of respondents considered themselves disabled (as set out in the Disability Discrimination Act).

	Survey Respondents	Census Profile
Gender		
Male	49%	46%
Female	38%	54%
No response	13%	
Age		
18 – 24	3%	8%
25 – 34	2%	13%
35 – 44	16%	17%
45 – 54	17%	17%
55 – 64	27%	15%
65 – 74	13%	14%
75+	3%	15%
No response	19%	

This table shows the ethnicity of survey respondents against the census.

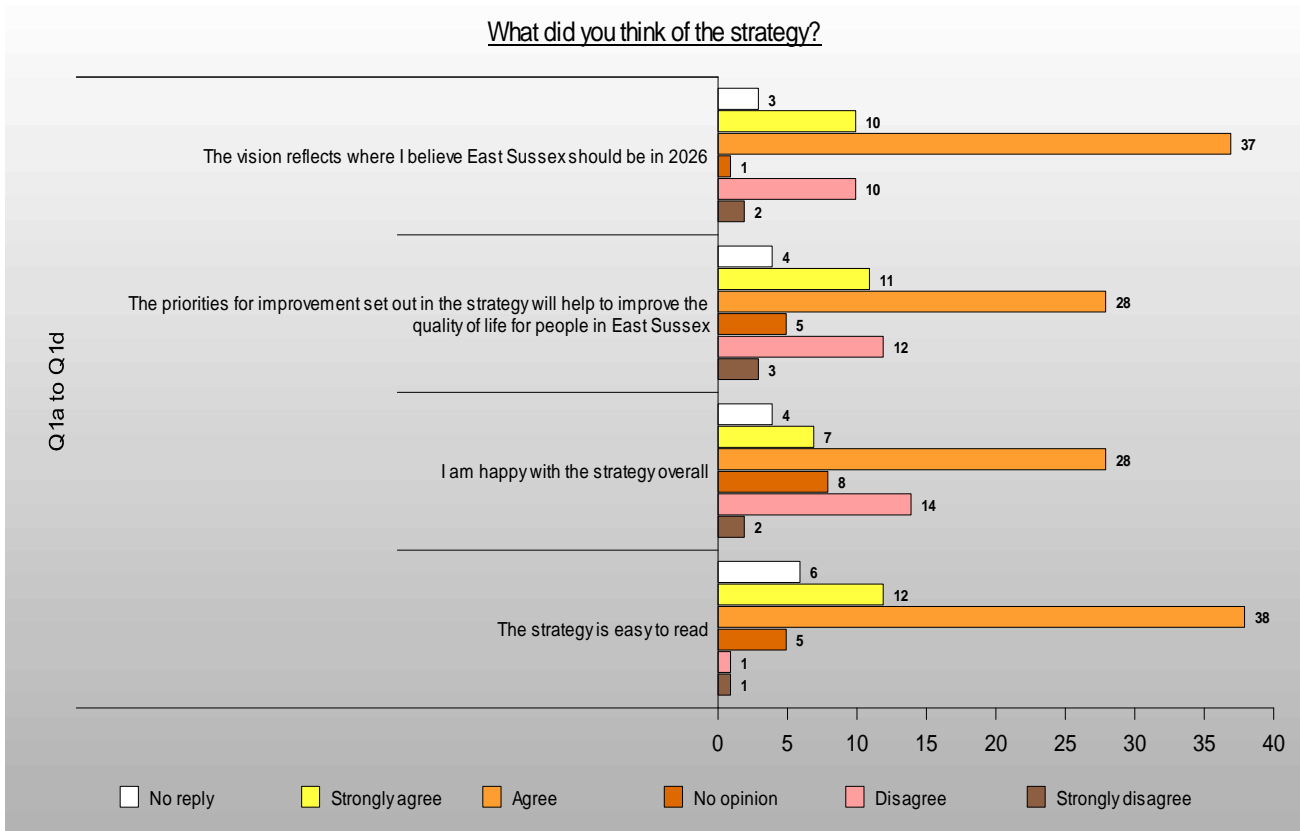
Ethnicity	Survey respondents	Census profile
White British	60%	98.0%
Mixed	2%	0.5%
Black	-	0.3%
Asian	-	0.6%
Chinese	-	0.2%
Other	2%	0.3%
No response	36%	

82% of survey respondents gave a post code which is broken down as follows:

Town	Number of survey responses
Battle	4
Bexhill on Sea	4
Crowborough	2
Eastbourne	10
Forest Row	3
Hailsham	1
Hastings	3
Heathfield	1
Lewes	9
Newhaven	1
Pevensey	1
Polegate	2
Robertsbridge	1
Rye	2
Seaford	1
St Leonards on Sea	4
Uckfield	2
Wadhurst	1
No answer	11
Total	63

4. CONSULTATION FINDINGS

- a. The majority of survey respondents agreed with the vision, the priorities for inclusion, the strategy overall and that the strategy was easy to read. A minority of respondents disagreed strongly with each of these statements.



- b. When asked if there was anything missing from the strategy, 57.8% of survey respondents said 'yes', 34.9% said 'no'. 55.6% of survey respondents provided comments. The 34 written submissions received, predominantly from organisations, ranged from letters of support to detailed responses on a particular issue, such as the environment and climate change, or on more than one section of the strategy.
- c. Consultation responses (survey and written submissions) fell broadly into five categories:
- i. Minor changes
 - ii. Changes to the title
 - iii. Additions to the text
 - iv. Clarifying issues and processes
 - v. Strategic issues

- d. **Minor changes** were proposed to the text, language, grammar and design, such as:
- i. People may not understand ‘floating support’ – rephrase.
 - ii. Use ‘housing-related support’ rather than ‘housing support’.
 - iii. The document lacks a glossy image to draw readers in.
 - iv. Insert plans and strategies from partners not listed.
- e. 60.3% of survey respondents felt the working title ‘Pride of Place’ should remain on the final strategy, but 33.3% said it should not. A number of **alternative titles**, which can be found at Appendix 3, were suggested including:
- i. Our Plans for the Future of East Sussex.
 - ii. Vision and Transition.
 - iii. Working towards a better place to live work and visit.
 - iv. Into the Future, Meeting the Future, or Embracing the Future.
- f. **Additions to the text** were proposed on issues not included, such as:
- i. Employment or lack of employment which can affect a person's health and quality of life.
 - ii. Fuel poverty with links to housing and climate change.
 - iii. Older people living on low incomes, in poor housing and living in isolation, which is particularly relevant in areas of high deprivation.
 - iv. Children’s ‘Play’ as a Culture, Sports and Leisure activity.
 - v. The 2012 Olympics and Paralympics.
 - vi. Emergency planning especially relating to climate change impacts e.g. flooding.
 - vii. Higher profile for carers – of all ages.
 - viii. Serious crime, hate crime and more emphasis on community safety, reassurance and victim support.
 - ix. Locating East Sussex in a wider regional and global context.
- g. Of the requests for **clarification of issues and processes**, the most regularly mentioned were:
- i. More detail on how the strategy will be implemented in terms of action planning, but also partnership commitment, political will and resources.
 - ii. Clarification of the governance structure that lies behind the strategy and how various partnerships will work together.
 - iii. Clarification of links between county, district/borough and parish priorities and plans and how individual and community views feed in to these.
 - iv. Clarification of the relationships between partners and partnerships.
 - v. Clarification of the differences and connections between sustainability, sustainable development, sustainable communities and sustainable policies.
 - vi. More explanation of the Local Development Frameworks and how they link to the strategy.
 - vii. Greater reference to sub-regional and other economic strategies.

- h. Of the **Strategic issues** identified, the most regularly mentioned were:
- i. A need for greater clarity and emphasis on the Environment and Climate Change and Community Strength and Leadership sections. It was suggested that the Environment and Climate Change section be split in two.
 - ii. There was insufficient focus on local distinctiveness and extremes within and between local areas. This related to the strategy as a whole and was also mentioned in relation to economy, jobs and prosperity; transport; education, learning and skills; health and well-being; community safety and community strength and leadership.
 - iii. A greater rural focus was needed to balance out a perceived emphasis on urban areas and the urban coastal strip. This related to the strategy as a whole and all themes.
 - iv. A need to strengthen and clarify interdependencies, cross-cutting issues and delivering multiple outcomes. Linked to this, changes were proposed to cross-cutting strategic priorities, strategic objectives and tasks including:
 - 1. Providing 'effective, customer-focussed services' not just 'improving services'
 - 2. Narrowing the gap, not just reducing inequalities
 - 3. Making rural delivery a cross cutting issue
 - 4. Making climate change a cross cutting issue
 - v. A need for greater profile to be given to the role and development needs of the Voluntary and Community Sector, including transfer of community assets.
 - vi. A need to address tensions between different policies e.g. economic, housing, transport and environmental and social sustainability e.g. road building vs. environmentally friendly transport solutions.
 - vii. A need to predict future trends and challenges and how they might be responded to, along with concerns about keeping the strategy up to date.
- i. The proofing exercises, summarised in Appendix 3, highlighted issues in relation to rural issues and communities, equalities, and sustainability.
 - j. The evidence check also showed that the evidence base was robust, with one or two minor corrections and updates required which did not fundamentally change the analysis, priorities or tasks listed in the draft strategy. However, the document needed to be refreshed to reflect the latest Index of Multiple Deprivation figures.

5. CONSULTATION OUTCOMES

- a. A report, along with a detailed analysis of all consultation responses, was circulated to those attending a special ESSP Executive Board meeting on 21 February. District and Borough Councils were represented at this meeting by their elected member representatives on the ESSP board, and the LSP coordinators.

- b. At this meeting, partners were invited to consider the consultation responses and agree re-drafting options for the strategy. The strategy was then re-drafted as follows:
 - i. **Minor changes:** A range of minor changes were made to the strategy. However, it was decided not to commission any design work for the next draft of the strategy – but to consider this once it had been approved and was ready for publication.
 - ii. **Alternative titles:** The main ‘Pride of Place’ title was retained, but a sub-title, inspired by some of the alternatives submitted, was added to better reflect what the strategy aims to achieve.
 - iii. **Additions to the text:** Some new text was added to the strategy, but only where supported by an accurate and identifiable evidence base.
 - iv. **Clarification of issues and processes:** The introductory sections of the strategy were re-drafted to provide greater clarification. The Delivering Change and Monitoring Progress chapter was substantially re-drafted and moved from Chapter 8 to Chapter 2.
 - v. **Strategic issues:** A variety of approaches were considered, for example: splitting the Environment and Climate Change section into two distinct sections; capturing useful ideas which could not be implemented now, such as scenario planning, but which could be used when reviewing and updating the strategy in the future. The introductory sections and countywide chapter (2) were updated accordingly.
- c. The re-drafted strategy was circulated on 26 February to LSP Chairs and Local Authority Chief Executives via their LSP coordinator, to agree any final amendments. It was then signed off as a ‘final version for approval’ and circulated on 28 February for formal approvals by all the LSPs and Local Authorities.

6. NEXT STEPS

- a. The strategy approval cycle will be completed on 28 May 2008. Subject to any final amendments, the strategy will then be formally adopted and published in June.
- b. Work is currently underway to:
 - i. Develop a Local Area Agreement and a Sustainable Community Strategy action plan/s to deliver the strategy
 - ii. Devise a strategy review process to ensure the strategy remains up to date and relevant, and
 - iii. Produce the evidence base version of the strategy.

Consultation survey

Pride of Place Consultation

We want to hear your views about Pride of Place, the draft Sustainable Community Strategy for East Sussex, and its vision for 2026.

We want you to tell us if you think the priorities set out in the strategy will improve quality of life for people across East Sussex.

Completing this survey

The survey should take about 5 minutes to complete.

Please answer the questions below. We have also provided boxes for any specific comments you may want to make. There is also a further section about you. You do not have to complete this section of the survey but it helps us if you do.

You have until 12 February 2008 to submit your views.

All responses received will be treated in the strictest confidence.

The responses from this survey will help us to review our draft strategy during January 2008. A report summarising the outcome of this survey and what happens next will be published in February 2008 and will be available on the district, borough and county local strategic partnership websites.

Further information

Please contact Lisa Schrevel by phone on 01273 481177 or by email at lisa.schrevel@eastsussex.gov.uk if you have any queries about this survey, or if you need a copy in a different format such as large print, Braille, cassette tape or in a different language.

Printed copies of the draft strategy and this survey are available in council offices and libraries across the county.

What do you think about the strategy?

Q1. To what extent do you agree or disagree with the following statements about Pride of Place?

	<i>strongly agree</i>	<i>agree</i>	<i>No opinion</i>	<i>disagree</i>	<i>strongly disagree</i>
The vision reflects where I believe East Sussex should be in 2026	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<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

I am happy with the strategy overall

The strategy is easy to read

Q2. Is there anything missing from the draft strategy? If yes, please describe

Q3. This draft strategy has the working title 'Pride of Place'. Do you think this title should remain on the final strategy?

Yes No (please go to Q3a)

Q3a. If you answered no, please use the space below to suggest an alternative title for the strategy.

Q4. Are there any other comments or suggestions you would like to make about this strategy or any of its chapters?

About you

You do not have to complete this section of the survey but it helps us if you do. The following questions help us to understand more about the make up of our community which in turn helps us make decisions and target our services where they are needed. We have a statutory duty to collect this information to show that we are eliminating unlawful discrimination, promoting equality of opportunity and good race relations. You do not have to complete this section of the survey but it helps us if you do. Any responses you give will be treated in the strictest confidence.

Q5. In what capacity are you responding?

On behalf of an organisation Please answer Q5a

As an individual Please answer questions 6 to 10

Q5a. If you are answering on behalf of an organisation, what is the name of the organisation?

Name of organisation

Your position in the organisation

Q6. Are you.....?	Male.....	<input type="checkbox"/>	Female.....	<input type="checkbox"/>
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Q7. To which of these age groups do you belong?							
18 to 24....	<input type="checkbox"/>	35 to 44....	<input type="checkbox"/>	55 to 59....	<input type="checkbox"/>	65 to 74....	<input type="checkbox"/>
25 to 34....	<input type="checkbox"/>	45 to 54....	<input type="checkbox"/>	60 to 64....	<input type="checkbox"/>	75+.....	<input type="checkbox"/>

Q8. To which of these ethnic groups do you feel you belong? Please mark an 'x' in one box only. If your ethnic group is not included in this list please tick the 'other' box in the relevant section and write it in the space provided.			
White			
<input type="checkbox"/> British	<input type="checkbox"/> Irish	<input type="checkbox"/> Gypsy/Roma	<input type="checkbox"/> Irish Traveller
<input type="checkbox"/> Any other White background (<i>please specify</i>)			
Mixed			
<input type="checkbox"/> White and Black Caribbean	<input type="checkbox"/> White and Black African	<input type="checkbox"/> White and Asian	
<input type="checkbox"/> Any other mixed background (<i>please specify</i>)			
Black or Black British			
<input type="checkbox"/> Caribbean	<input type="checkbox"/> African		
<input type="checkbox"/> Any other Black background (<i>please specify</i>)			
Asian or Asian British			
<input type="checkbox"/> Pakistani	<input type="checkbox"/> Indian	<input type="checkbox"/> Bangladeshi	
<input type="checkbox"/> Any other Asian background (<i>please specify</i>)			
Chinese and other			
<input type="checkbox"/> Chinese	<input type="checkbox"/> Any other ethnic group (<i>please specify</i>)		

The Disability Discrimination Act considers a person disabled if they have a longstanding physical or mental condition that has lasted or is likely to last at least 12 months; and this condition has a substantial adverse effect on their ability to carry out normal day to day activities.

Q9. Do you consider yourself to be disabled as set out in the Disability Discrimination Act?

Yes..... No.....

Q10. What is your postcode?

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Thank you very much for taking part in this survey, your views are important to us. All responses received will be treated in the strictest confidence and a summary of the collective responses from this survey will be used to inform our sustainable community strategy.

Organisational respondents

Key Partners involved with ESSP

1. Action in Rural Sussex
2. Churches Together in Sussex
3. Eastbourne Borough Council – Parks and Gardens
4. Eastbourne Borough Council – Strategic Development
5. Eastbourne Strategic Partnership
6. East Sussex Economic Partnership
7. East Sussex Downs and Weald Primary Care Trust
8. East Sussex Fire and Rescue Service
9. Environment Agency
10. ESCC – Adult Social Care
11. ESCC – Cabinet and Scrutiny Committees
12. ESCC – Chief Executive’s (Emergency Planning)
13. ESCC - Strategic Economic Development and Skills
14. ESCC - Support People Team
15. ESCC - Transport and Environment Department
16. Federation of Small Businesses
17. Hastings Borough Council – corporate
18. Hastings and St Leonard’s Local Strategic Partnership
19. Hastings Voluntary Action
20. Hastings and Rother Primary Care Trust
21. Lewes District Council - Corporate
22. Rother District Council - Corporate
23. Rother Local Strategic Partnership (LSP)
24. Rother LSP – Environment Action Group
25. SEEDA
26. Sussex Police
27. Wealden District Council - Corporate
28. Wealden District Council - Cultural Services

Other Organisations

29. Aspect Consultancy
30. Bexhill and Battle Liberal Democrats
31. Buxted Parish Council
32. Campaign for Better Transport - East Sussex
33. Catsfield Parish Council
34. Crowhurst Parish Council
35. Cuckmere Valley Society
36. Danehill Parish Council
37. Eastbourne Association of Voluntary Services
38. Eastbourne Seniors Forum
39. Frant and Wadhurst Parish Council
40. Gypsy and Traveller Forum
41. Hadlow Down Parish Council

42. Hastings and Rother Health and Social Care Forum
43. Heathfield and Waldron Parish Council
44. Highways Agency
45. Liberal Democrats on Rother District Council
46. Local Business Network of Crowborough Partnership
47. Maresfield Parish Council
48. Meridian Mature Citizens Forum
49. Northiam Parish Council
50. Rother Seniors Forum
51. Seaford Community Partnership
52. Seaford Town Council
53. Southern Water
54. St Bede's Prep School
55. Sussex County Sports Partnership Trust
56. Sussex Wildlife Trust
57. Wadhurst Parish Council

Key findings from proofing exercises

Rural Proofing: key issues identified
The concept of 'place' in the vision of East Sussex is not clear and not rural-proof, it is likely that people will identify with their locality rather than as living in East Sussex.
Data analysis fails to recognise and allocate resources to address rural deprivation which is by nature small scale and dispersed. Rural isolation and inequalities affect people of all ages but particularly older people and young people and those with limited transport access.
A greater focus on urban areas ignores the needs of rural communities and fails to provide a balance of provision in a number of areas including: <ul style="list-style-type: none"> • Rural business, rural self-employed, low wages • Poor transport and travel choices • Access to services (including services located in urban areas), and service design, delivery • Communication issues and networks • Low take up of FE education and rural NEETS • Dispersed rural crime • Culture, sports and leisure
The links between rural and urban areas do not appear to be developed including access to services in urban areas.
The role of Parishes needs recognition and a practical commitment to three tier working should be made.
Voluntary support is a key part of maintaining rural communities and local identity, but not currently included, nor the weaker capacity of rural community groups to attract funding and support.

Equalities Proofing: key issues identified
This criterion is not applicable to the Pride of Place document in itself but apropos of the partners involved (and via the LSPs) there is a compliance with the Councils Equal Opportunities policies. Moreover, this is executed via a series of Equality Impact Assessments, which are conducted as part of the Equality and Diversity agenda across each Local Authority and LSP partner.
It is considered that any potential negative impact of racial groups would be in terms of engagement and liaison. In this respect, each District has demonstrated through their commitment to Equality and Diversity Schemes and legislation that the needs and views of minority groups will be taken into account. However, it is recommended that the Pride of Place Action Plan details the specifics as far as possible of 'how' each objective is going to be met and how key tasks are to be measured and monitored.
By definition, Pride of Place is the strategic guiding principle for improving the quality of life for everyone in the area. This has been based on a range of evidence, which encompasses the views of different groups. Therefore, it is presumed that differing expectations have been considered in the production of the Pride of Place document.

Actions arising from the assessment:

- Revisit the Action Plan to ensure that there are measurable targets to address Equality and Diversity Monitoring.
- Ensure that each Authority carries out and reviews their Equality Impact Assessment in each Chapter within the Pride of Place Strategy.
- Ensure that each Authority has taken steps to work with their Equalities Officer to support staff in meeting the requirements of their Equality Scheme and that the targets and objectives are streamlined across Local Authorities, LSPs and other Partners.

Sustainability Appraisal: key issues identified

It is difficult to 'measure' or assess the sustainability of a vision document rather than an action plan/s.

Inter-changeable use of language e.g. strategy/policy.

Lack of clarity on the definitions of, and relationship between, a sustainable community, sustainable development, sustainability and sustainable policy.

The need for a clear composite vision of sustainability, with cross cutting themes, which can be transferred into real actions.

Climate change should be a cross-cutting issue

How sustainability issues will be reflected in action plans and the LAA.

Alternative titles proposed

1. Our plans for the future of East Sussex
2. Vision and transition
3. Pride – countywide
4. The future of Sussex
5. Preservation of our environment
6. Destruction of rural communities and lifestyle
7. Into the future; Meeting the future; or Embracing the future
8. Working towards a better place to live work and visit
9. Trying to make things better
10. Putting East Sussex first
11. An environment for our future
12. Our imposed ideas for a politically correct future
13. The best wish list we could think of
14. The Sussex we need