

CHAPTER 7: Rother



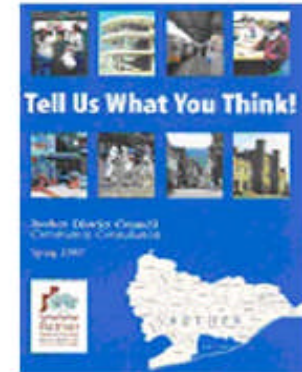
Rother Local Strategic Partnership

better
by working **together**

www.rother.gov.uk/LSP

We consulted with the residents of Rother in 2002 through our "Tell Us What You Think" Community Consultation.

From this consultation, eight Priority Action Areas were highlighted as needing attention.



A Community Forum was convened in February 2003 where organisations were invited to take the lead on the Priority Action Areas.

Introducing the Rother Local Strategic Partnership



Community Forum - 2003

From this Forum the Rother Local Strategic Partnership (LSP) was formed in May 2003 to develop, implement and monitor a Community Plan for the Rother area that ensures sustainable and balanced improvements in its economic, social and environmental well being and plans for improvements in the quality of life of Rother communities.

Our vision is that Rother will be a place where everyone can live together sustainably and residents are properly informed, consulted and involved as part of an effective local partnership that recognises and addresses the needs of everyone in our community.

Partners and logos shown include: East Sussex County Council, Hastings and Rother NHS Primary Care Trust, SEEDA, Rother District Council, Safer Rother Partnership, Rother Voluntary Action (RVA), ten sixty six enterprise, Rother Homes, Action in rural Sussex, and Youth Parliament.

A draft Community Plan was sent to all households across the district in March 2004 for consultation, with the Rother Community Plan published in November 2004.



The first set of Action Plans were published in November 2005 and the targets are reviewed annually by Priority Action Groups. Action Plans can be found by visiting our website www.rother.gov.uk/LSP.

A Phased performance management approach has been adopted by the LSP utilising Rother District Council's Performance Management System so that progress on targets can be monitored.



Rother Local Action Plans Support Programme

After sponsoring 20 local projects in 2004/05 using the money made available from Second Homes Council Tax, the LSP decided it wanted to see further contributions of these funds from East Sussex County Council, Rother District Council, Sussex Police and the East Sussex Fire and Rescue Service put towards a long-term programme of activity. The Rother Local Action Plans Support Programme commenced in August 2005 and runs until March 2009 and is delivering a programme of support to local communities in the Rother area wishing to consider, develop or implement Local Action Plans.

In the past, local planning, in its broadest sense, has often been an exclusive process. The LSP is committed to supporting communities to work together to produce plans which embrace issues of importance to local people, whether it be the number of litter bins in the parish, or a major development for affordable housing or a youth club. The important element of this new way of working is that all people within a parish, rural town or ward within a town are encouraged to take part and contribute to the final **Action Plan and be party to taking forward actions identified through extensive consultation with local people.**

The published Action Plan provides a tool for monitoring and evaluating achievements over time and ensures that local voices are heard within the statutory planning processes.

Your Children & Young People

Our Ambition

Is to consult and engage with children, young people and their families in the development of facilities and extended day services which meet their needs, enable all to participate in the wider community and realise their potential. In particular, we will develop family support services that promote the health, confidence and safety of all children and seek to reduce disaffection and tackle the underlying social causes of crime and anti social behaviour.

Why is this a priority?

- The community's continuing prosperity will depend on its creativity, skills and willingness to contribute
- Services and facilities to support children and young people realise their potential, and make the transition to adulthood require continuous improvement and evaluation, and
- Many young people feel marginalised and patronised by adults. They need to be engaged and consulted, be given opportunities and encouraged to participate and contribute to community activity. Surveys conducted with young people through Local Action Plans and for the Children and Young People's Plan (CYPP) cite "things to do and places to go" as their top priority.

Our top priority

To refine the area Action Plan for Rother to meet the objectives of the Government's 'Every Child Matters', 'Youth Matters' and the new extended day services agenda, focussing on key areas of identified need.

Your Community Safety

Our Ambition

Is to actively support the Safer Rother Partnership's (the local Crime and Disorder Reduction Partnership) efforts to reduce crime, anti-social behaviour and the fear of crime.

Why is this a priority?

- Residents (Satisfaction Survey 2006) said that the level of Crime was the most important thing to make an area a good place to live, (although it is low down the list for improvement), and
- Rother is a safe place to live, work and visit and we want to keep it safe.

Our top priority

To provide support and to implement initiatives where appropriate to help achieve a reduction in Crime (British Crime Survey Comparator Crime).

The Safer Rother Partnership uses intelligence and analysis to target its partnership resources to where the crime is being committed. Works in partnership to target the most prolific offenders across Rother, and also focuses on reducing the impact of crime and anti-social behaviour on the local community and the fear of crime.

The Safer Rother Partnership also contributes to the reduction in crime across East Sussex.

Your Culture & Leisure

Our Ambition

Is to provide year round opportunities for both local people and visitors to access and participate in a wide range of culture, sport and leisure activity.

To also build a strong multi-agency partnership to guide Rother's cultural development and advocate the role of culture & leisure in social, environmental and economic well being.

Why is this a priority?

- Potential to improve the quality of people's lives
- Promotes healthy lifestyles and living, both physical and mental
- Supports community cohesion, local identity and stronger communities
- Helps reduce crime and anti-social behaviour, particularly through increased diversionary activity
- Economic and regenerative impact of local recreation, cultural tourism and the creative industries, and
- Contributes to protection of both built and natural environment.

Our top priority

To encourage healthy active lifestyles through increased opportunities to participate in sport, leisure and cultural activities.

Your Employment & Skills

Our Ambition

To ensure that the people and businesses of Rother have the right level of skills, and space to grow to support a flourishing local economy.

Why is this a priority?

Low average earnings 5.5% below the regional average; pockets of high levels of unemployment.

Our top priority

To support the development of new commercial workplace throughout the District.

Your Environment

Our Ambition

Is to meet our global obligation to reduce Rother's environmental impact by reducing consumption of non-renewable resources (including fresh water), reducing waste, and improving local biodiversity.

Why is this a priority?

Environmental and economic constraints combine to make reducing the use of all non-renewable resources important. The cumulative environmental impacts and financial costs of such activities as aggregate extraction, water treatment, energy generation, and waste disposal are all increasing. It makes good economic sense to address these issues now as well as being necessary to protect our environment.

Our top priority

Reduce waste.

Your Health

Our Ambition

To coordinate the action of local organisations to improve the health and reduce health inequalities within the population of Rother.

Why is this a priority?

Rother has a higher than average population of older people. Overall poverty in Rother is below the England average but levels of health deprivation vary throughout the district with over 8,400 people dependent on means tested benefits and over 2,400 children living in low income families. Socially disadvantaged people tend to live in Bexhill and Rye, but inequalities are also experienced in rural communities, but these tend to be less apparent.

(APHO and Department of Health. 2007. Rother Health Profile 2007. London).

Our top priority

Reducing smoking, especially in disadvantaged groups and pregnant women.

Your Housing

Our Ambition

To influence the development of sustainable communities by raising awareness of the affordable housing options; providing better and environmentally sustainable accommodation and tackling housing related poverty.

Why is this a priority?

Local Action Plans have identified a lack of affordable housing as a barrier to sustaining rural communities, which is currently under-represented in the housing register.

The Rother District population profile has the second highest population over 65 and the highest over 85 population by district in England and Wales.

Our top priority

Raise awareness to engage rural communities and assist individuals to live in the area of their choice.

Your Transport

Our Ambition

To support initiatives that reduce road congestion and pollution levels by improving travel choices for all people and reducing demand for travel by car.

Why is this a priority?

Rother residents have identified issues of road congestion, traffic speed, road safety and accessibility of services as key to improving the quality of life in the area.

Our top priority

To support the development of school travel plans and walking buses as a way of encouraging shorter journeys to be made using alternatives to the car.

Further information about the work of the LSP can be viewed on our website at www.rother.gov.uk/LSP or you can e-mail isp@rother.gov.uk