

**Hastings and St Leonards Sustainable Community Strategy**  
**Refreshed Strategy**  
**2009 to 2026**

**FINAL VERSION AGREED JULY 2009**

# Refreshed Sustainable Community Strategy

## Our Vision and Mission

This is the refreshed Sustainable Community Strategy for Hastings and St Leonards, which set out our long term plans to continually improve the economic, social and environmental well-being of the town.

This document sets the overall vision and the key priorities we need to address to ensure we can meet our vision of:

*“The Renaissance of Hastings through social, economic, cultural and environmental regeneration”.*

Our mission is to:

*“Build upon the town’s strong community spirit, culture, diverse population and extraordinary natural environment to create a safer, healthier more prosperous sustainable and more prosperous place with lasting opportunities for everyone.”*

This Strategy sets the scene for planning and delivering services to local people, ensuring they meet the varied needs of our town, we have tried to balance social and economic objectives whilst ensuring the environmental sustainability of our town for future generations. The Strategy will be used as the framework to co-ordinate the actions of the public, private, voluntary and community organisations that operate locally. It is only by working closely together towards common goals can we best help people to enjoy a good quality of life. The over-arching aim of the Community Strategy and the Local Strategic Partnership that is charged with its delivery is to address inequality and ‘Narrow the Gap’, i.e. to bring quality of life for people in the most deprived parts of Hastings and St Leonards up to those of the rest of the town, and the town up to county and national averages.

We will focus our efforts on achieving what matters most – our work is headed under the following 8 themes, to make Hastings and St Leonards....

- A Safer Town
- An Economically Successful Town
- A Learning Town
- An Inclusive Town
- A Healthier Town
- A Town with a Decent Home for Everyone
- A Town That’s Good to Live In
- A Town Where We Protect Our Environment and Respond to the Challenges of Climate Change (new)

Our Sustainable Community Strategy is set out under these themes, it tells you about our progress so far; what our vision for 2026 is; what will influence and impact on this theme; what we need to achieve in the next 10 years towards our longer-term goals; the people and places we need to focus particular efforts on to narrow the gap and the key measures by which local people will be able to judge our success and hold each member of the Local Strategic Partnership to account.

In order to measure our progress, and to help you judge how well we are working together we have refreshed our 21 Key Targets which we set in our first Plan in 2003 (Appendix B). These reflect the highest priority areas and will be reported to the LSP Board and publicly on a regular basis.

## Responding to the recession

We slightly delayed this refresh of the Sustainable Community Strategy in order to take account of the emerging recession during the second half of 2008. We held a Town Conference in April 2009 to take account of the latest information about the recession and to discuss how we might need to adjust our plans in the light of the new economic circumstances.

Our longer term aspirations for the town have not changed, our overarching target remains that of Narrowing the Gap, although we do recognise that it will be more challenging to make good progress in the shorter term, particularly when the overall level of public sector investment in regeneration is likely to

be reduced. We therefore need to ensure we maximise opportunities to bring in private sector investments and income. Our aim is to reduce and mitigate wherever possible impacts of the recession and strive to maintain the many successes we have already achieved. By maintaining our focus on the regeneration of Hastings and St Leonards, we can lay the foundations and be prepared for recovery.

### **What has changed since we agreed our first Community Strategy?**

There have been many changes in the way local councils and their partners work together since we agreed our first Community Strategy in 2003. The Local Government and Improvement in Health Act 2007 established new relationships between Central Government, Government Offices in the Regions, local councils and their partners. With these new relationships came a new local performance framework and new responsibilities to create strong, safe and prosperous communities, whilst recognising that no single organisation can achieve success on the complex issues of improving public health, reducing poverty, tackling crime or sustainable economic development. These responsibilities include:

- The duty on Local Authorities to prepare a Sustainable Community Strategy
- Local Area Agreements and a Duty to Cooperate
- Comprehensive Area Assessments

Other key changes are the move to Area Based Funding, publication of a third Index of Multiple Deprivation; introduction of a new Place Based Residents Survey, and the preparation of the Local Development Framework (a new spatial plan for the town). Each of these are discussed briefly below:

#### **East Sussex Integrated Sustainable Community Strategy – Pride of Place**

We worked with the County Council, other district councils and partners to develop an integrated Sustainable Community Strategy which was adopted in May 2008. The strategy sets out a vision for the whole of East Sussex in 2026 to 'create places where everyone can prosper, be safe and healthy, and live in a high quality environment.'

'Pride of Place' (PoP) draws together the evidence that tells the story of the place that is East Sussex, and highlights the diversity and inequality that exists across the county. There is a particular focus in Pride of Place on the need to reduce this inequality, and to narrow the gap between the least and most deprived individuals and communities, while raising the quality of life for everyone. The long-term vision in PoP is reflected in, and will be delivered through the Local Area Agreement (see below); a Countywide Action Plan and the five Borough and Districts Sustainable Community Strategies and/or action plans.

#### **East Sussex Local Area Agreement 2008/09 – 2010/11(LAA)**

The aim of Local Area Agreements is to improve local services and increase economic prosperity for local people. They are three-year agreements with priorities agreed between all the main public sector agencies working in the area and Central Government. The LAA is also intended to provide a way of strengthening partnerships and partnership working and streamlining performance management systems. The County Council is the accountable body for the LAA in East Sussex.

The East Sussex LAA was signed in June 2008 and is made up of 42 indicators, 10 of which are mandatory children and education targets, the rest are made up of targets from the National Indicator Set (the 198 national targets set by Central Government for all local authorities) which reflects the shared priorities across the County. There are a number of targets that relate to Hastings alone, in recognition of the issues and problems which affect our town, and which can only be resolved by partnership working with other agencies. A number of indicators and targets were the subject of a 'refresh' in March 2009, a number of targets, particularly those relating to house building are not finally 'locked down' pending the depth and length of time of the recession.

The LAA indicators each have targets and an associated delivery plan which sets out the roles, responsibilities and actions of each of the partners engaged in delivering on the targets. For more details on the LAA please see the website of the East Sussex Strategic Partnership (the body who is overseeing delivery of the LAA) [www.essp.org.uk](http://www.essp.org.uk)

**Comprehensive Area Assessment (CAA)**

Comprehensive Area Assessment was introduced from April 2009. CAA replaced the previous performance assessment CPA – Comprehensive Performance Assessment which focussed solely on the performance of 'Best Value' authorities such as Local Government and Fire and Rescue Services. CAA is very different as it focuses on how well all local services work together for the benefit of their local area.

The aim of CAA is to move away from multi-inspectorate reviews of an area and organisations towards one annual assessment for the area (in our case East Sussex). The Area Assessment will also assess how well the Councils and their partners know and engage with their communities (especially vulnerable/harder to reach people), and how well local communities are involved in defining priorities and assessing outcomes in their area. The Area Assessment will be supported by individual organisational assessments on how well the Councils, Fire and Rescue, Police and Health services manage their finances, business, resources and performance. The Government sees the reporting of CAA as a key way to help citizens hold local services to account. The first assessment results will be published in November 2009.

**Area Based Grants**

In recognition of the complex issues faced by the town, the Government awarded Hastings and St Leonards a number of Area Based Grants (ABGs) over three years (2008/09 – 2010/11) to address issues of worklessness, enterprise and community cohesion. Significant work has been undertaken with partners to identify the best and most focused use of the ABGs to ensure maximum impact. An Advisory Group worked with the Council to identify a number of desired outcomes and these formed the basis of a commissioning process for interventions to be funded from the ABG. Interventions supported by the Area Based Grant programme are focused on outcomes that close the gap between Hastings' economy and the rest of the county and the region. There is also a focus on tackling the disparities in economic performance within the Hastings area and on particular pockets of deprivation through spatial and demographic targeting. Area Based Grant funded activity will also support the objectives of the Community Cohesion Action Plan.

A number of outcomes that are intended to be delivered through the Area Based Grants programme are closely aligned to targets in this Sustainable Community Strategy, the East Sussex Local Area Agreement (LAA) and the Hastings and Bexhill Economic Development and Inclusion Strategy. Achieving some of these targets will be very challenging during a recession, particularly those related to moving people into work who lack skills and face other considerable barriers to employment, as well as business and employment growth targets.

In response to the worsening economic climate, additional special measures, in the form of urgent and intensive support to local people and businesses affected by the economic downturn were agreed in December 2008.

**Local Development Framework (LDF)**

Since 2004 we have been developing our Local Development Framework. This forms the key strategy document for the future spatial planning and place shaping of Hastings and St Leonards. The LDF describes a vision, shared with this Sustainable Community Strategy for the future of the town and its communities that responds to local challenges and opportunities; is based on evidence and community derived objectives, and is set within the overall framework of national policy and regional strategies. This vision is then translated into a set of priorities, programmes, policies, and land allocations, creating a framework for private investment and regeneration that promotes economic, environmental and social well-being for the area. The Local Development Framework underpins and reflects the town's Sustainable Community Strategy. It plays a central role in the overall task of place shaping and in the delivery of land for housing, economic growth and regeneration, as well as planning and developing policies to ensure the infrastructure for our sustainable community is put in place.

**Index of Multiple Deprivation (IMD)**

Hastings, in common with a number of other coastal towns, faces significantly high levels of deprivation. Our ranking in the 2007 Indices of Multiple Deprivation showed that we were the 29<sup>th</sup> most deprived district in England, and the most deprived in the SE Region; we are also significantly more deprived than other areas in East Sussex. The IMD measures deprivation on sub-ward level called Super Output Areas. In Hastings and St Leonards our neighbourhoods are divided into 53 SOAs, and of these 21 are in the worst 20%, 14 are in the worst 10% and 3 are in the 3% worst of all neighbourhoods nationally.

**Place Survey**

A key part of the Place Shaping agenda is the importance of capturing local peoples' views, experiences and perceptions, so that the solutions for an area can reflect local views and preferences. The Place Survey is one tool for achieving this. The survey will be carried out every two years and will form part of the evidence used by the LSP and its partners to track people's changing perceptions, as a way of determining whether interventions made in an area result in the right outcomes for local people – i.e. do people feel happier, healthier, and safer? The results of the first survey were expected in February 2009. Final publication has been delayed. *(Post-publication note: Place Survey results have been incorporated)*

**What we have achieved since 2003**

Anyone who has lived, visited, worked or studied in Hastings & St Leonards since 2003 cannot fail to have noticed some tremendous and exciting changes to our town in terms of how it looks, feels and the opportunities that are now available to people. These achievements have come about through greater partnership working and investment in the future of our town and we need to continue to build upon these successes. Examples of achievements, investment in infrastructure and developments nearing completion are detailed in the 'Story so Far' section of each Thematic Chapter.

**Remaining Challenges**

We acknowledge there remain significant challenges, as detailed in the following chapters, to achieving our overall aim of 'Narrowing the Gap'. This remains our long-term strategy and we recognise that tackling the deeply embedded deprivation and inter-generational issues won't be achieved in short term. The changed economic climate will also make maintaining our progress in many areas especially crime, unemployment and house building a challenge in the shorter term.

**Progress on 21 Key Targets**

Each of our 21 Key targets has been regularly monitored and reported to the Local Strategic Partnership. We reviewed these targets in 2006 to take account of better than expected improvements in some areas and to ensure the Strategy remained relevant. We set ourselves milestones for 2008 and progress to the end of 2008/09 is set out in Appendix B. The appendix also tracks how our targets have changed over time to reflect new circumstances and the new National Performance Framework, including the Local Area Agreement. Due to the ongoing uncertainty about the length and depth of the recession and the impact this will have on our town and communities, as well as the uncertainty about the future level of public sector finances, we will undertake a further vigorous review of our targets over the summer/autumn and will agree new 2010/11 milestones and any changes to the 2012/13 targets by late autumn 2009, together with details of the reporting mechanisms which will enable local people to hold the LSP partners to account for performance. *(Note added after publication: Agreed targets incorporated into Thematic Chapters and summarised in Appendix A)*

## **Thematic Chapters**

- 1. A Safer Town**
- 2. An Economically Successful Town**
- 3. A Learning Town**
- 4. An Inclusive Town**
- 5. A Healthier Town**
- 6. A Town with a Decent Home for Everyone**
- 7. A Town That's Good to Live In**
- 8. A Town Where We Protect Our Environment and Respond to the Challenges of Climate Change**

## 1. A Safer Town

### The Story so far

Safer and stronger communities are crucial to regenerating Hastings. People are feeling safer because crime levels are falling and there has been a 27% reduction in British Crime survey crimes between 2005 and 2008. Since 2005 there has also been a 50% reduction in the number of people who perceive anti-social behaviour to be high in Hastings. This represents the third biggest drop nationally. However, we know we cannot be complacent as although crime levels have fallen since a peak in 1995, Hastings still remains above the national average and addressing anti social behaviour and 'quality of life' issue remain the highest priority for local people (Place Survey 2008)

The impact of high crime rates varies in the town and affects different parts of our community. Not surprisingly the town centres experience a higher rate of violent crime, much of which is alcohol related. Young people, whilst committing the much of this crime, are also most often the victims of these assaults.

We recognise that crime impacts not only on the victim and their dependents but also on the quality of life for those who live and work in the town. It affects the economy, housing, health and social care. People's perception of crime affects our town's attractiveness for inward investment and relocation thereby hampering our regeneration efforts. Fear of crime can also curtail people's activity and enjoyment of their home and neighbourhood and can increase isolation and lead to stress, depression and increased smoking and alcohol consumption.

Hastings is a Neighbourhood Policing area and this has led to a change in policing enabling 8 Specialist Neighbourhood Officers and up to 26 Police Community Support Officers to link with Hastings Borough Council Enforcement Officers and other front line workers. Their main focus has been on anti-social behaviour and improving quality of life issues which matter most to people. This has ensured that we are not only addressing the key strategic issues across the Borough, but we are addressing the very local issues that affect people in their day today lives.

Community safety is not just about reducing crime, safer communities are where people feel safe in their homes, schools, workplaces and communities, where there is social cohesion and well-being in relationships and families, and where dignity, equality and rights of all are respected. People also feel safer where their areas are clean and well maintained, therefore our focus on environmental improvements and cleaner streets are key to improving quality of life.

### Focusing on People and Places

#### People

- The public place violent crime victim profile identifies younger persons recording the bulk of offences, with males recording over two thirds of assaults.
- Higher levels of bullying and hate crime are experienced by Black and Minority Ethnic Groups, those with disabilities and/or mental health problems, and lesbian, gay, bisexual and transgender groups. Girls and women, and those growing up with disadvantage and deprivation are also disproportionately affected by sexual and relationship violence and abuse.
- A very small number of dysfunctional families have a disproportionate impact in their communities, but successful intervention have shown this can be turned around.

#### Places

- Castle and Central St Leonards experience the greatest concentration of Anti-Social Behaviour incidents within Hastings and remain the East Sussex 'hotspots' for drug abuse and dealing
- The nature of public place violent crime in Hastings strongly suggests a link between these offences and the night-time economy

- The focus of Neighbourhood Policing Teams and the Multi-Agency Tasking Teams has led to significant improvements in reducing anti-social behaviour and addressing environmental issues in all four Areas of the town.

### **Progress against the 21 Key Targets**

In 2003 we set ourselves the following targets for a Safer Town:

**No. 5.** To halve the gap between overall crime rates per 1,000 for Hastings and St Leonards and the average for England and Wales

In 2003 we started from a position where there were 166 crimes per thousand in Hastings

Progress: By 2008/09 this had reduced to 103 crimes per thousand, exceeding our 2013 target

**No. 6.** Increase the % of residents who feel safe walking alone in their neighbourhood at night.

In 2003 we started from a position where 35% of people told us they felt safe in their neighbourhood at night

Progress: By 2008 this was 39%

### **Our Long Term Vision for a Safer Town**

Hastings and St Leonards is a place where:

- Children, young people and adults feel safe in their homes and where they live, work and play
- There is a vibrant mixed evening economy which attracts people of all ages and is balanced with the needs of residents in built up areas.
- Businesses prosper and visitors feel at ease
- Crime, especially violent crime, and antisocial behaviour have been reduced
- Drug and alcohol abusers are supported towards living healthier lifestyles
- Hate Crime is not tolerated
- We have 'designed out' crime from our new buildings and public spaces to improve public safety and reduce the fear of crime
- The number of people killed and seriously injured on our roads is minimised

### **Influences and Impacts**

Some of the key points highlighted in the latest Partnership Strategic Assessment were, that:

- Despite the 27% reduction in British Crime Survey (BCS) crimes between 2005 and 2008, the gains made could easily be reversed by factors such as a lack of focus or following the release of high-risk prolific offenders
- Dwelling burglary in Hastings needs to remain a particular focus as this is high impact crime of choice by drug-addicted prolific offenders
- The loss/theft of personal and financial data is likely to continue due to the trend of increases in 'identity fraud';
- The town centre developments including the University Centre Hastings (UCH) that will grow to 2,000 students by 2011 and the Sussex Coast College Hastings development with a further 2,000 students may be a driver for certain types of crimes
- Alcohol is now much more affordable and this has contributed to a doubling of alcohol-related hospital admissions in the last decade
- Better enforcement of licensed premises and smoking legislation have led to a range of knock-on issues e.g. under-age drinking in open spaces and noise outside licensed premises
- The image of Hastings remains vulnerable the media portrayal of the town and informs local people's perception.

We are concerned that the impact of the recession may reverse the positive trends in crime reduction. Burglary rates increased at the end of 2008/09, in line with the rest of the country, however it is too soon to tell if this is related to the recession and if this trend will continue. The level of funding available to local areas for crime prevention initiatives is also reducing at a time when the level of acquisitive crime may increase and the level of disaffection rise. These factors are a concern in a town that has a vulnerable economy and is still on a regeneration journey.



Hastings and St Leonards is well placed to respond to these challenges – the Safer Hastings Partnership has been working successfully and achieved outstanding results. There are robust procedures and a range of initiatives that build on the visible and responsive police presence in every local community. Good intelligence enables the Partnership to respond proactively and make the most effective use of resources. The success of partnership working, particularly the monthly Multi-Agency Tasking Teams which continue to tackle the root causes of crime and anti-social behaviour will be crucial to our future success.

We are also working with partners across East Sussex to address areas of shared priority identified through Pride of Place. In terms of a Safer Town these shared priorities include reducing crime and re-offending, particularly in crime hotspots and high crime areas; increasing community reassurance and reducing the fear of crime; reducing serious and violent crime, deliberate fire setting, domestic violence and hate crimes in particular, and ensuring victims are supported; building respect in communities, reducing anti-social behaviour and bullying; protecting children and young people from harm; improving streets and green spaces so that places are safer, and planning a response in case of emergencies.

### **What we need to achieve in the medium term (3 – 5 years)**

The successful reductions in crime need to be maintained. Some types of crime, such as criminal damage, need to be reduced further. Others, such as domestic violence, need to continue to be tackled because of the huge impact they can have on individuals and communities. We also need to take action to tackle the root cause of factors that can lead people into criminal and anti-social behaviour, such as family breakdown, unemployment, mental health problems, lack of respect for others and poor housing.

We know that the population in Hastings is changing and becoming more diverse. We therefore also need to consider and work with local communities to reduce the possible impact this may have on social tensions, hate crime and community cohesion.

We also need to engage more with local businesses to ensure that their needs are met by the range of agencies working together to reduce crime and improve quality of life.

Our Community Safety Plan 2008 - 2011 is the underlying strategy that sets out in detail what we will need to achieve:

- Reduce overall levels of crime focussing on violent crime, car crime and burglary
- Reduce the fear of crime and increase public re-assurance by addressing offending behaviour, community tensions, crime locations, victim patterns and crime incidence
- Empower people to have a greater voice and influence in a way that suits them
- Reduce re-offending through the improved management of offenders
- Build respect in communities and reduce anti-social behaviour and reduce bullying wherever it occurs
- Reduce domestic violence and ensure victims are supported
- Reduce the harm caused by illegal drugs and alcohol
- Increase targeted action in our worst performing neighbourhoods
- Increase reporting of hate crime together with appropriate caseworker support
- Speeding and anti-social driving by young males;
- Use planning requirements to require all new developments to incorporate “Secure by Design” principles to make crime harder

## **Resources & Contributions**

### **Thematic Partnership**

Our Crime and Disorder Reduction Partnership – the Safer Hastings Partnership, involves a wide range of partners including Hastings Borough Council, the Police, Fire and Health Services, Probation Service, housing, voluntary and community services is working effectively and has won awards at a regional and national level. They are responsible for delivery of the Community Safety Plan and contribute to achieving targets in the East Sussex Local Area Agreement.

Examples of contributions made by other partners include:

- Business:** The Town Centre Management structures, which include the Business Crime Reduction Partnership and both the Shop Watch and Bar Watch Schemes work in partnership with the Police and the Safer Hastings Partnership to co-ordinate crime and disorder initiatives around retail and alcohol-related crime.
- Third Sector:** The Third Sector play key role in supporting community cohesion and contributing to Community Safety in the local area. Key support for victims of crime is provided by Victim Support and volunteers also ensure that those giving evidence in Court receive support and specialist help via the Witness Service. It is recognised that there is a strong link between crime and alcohol and drug use. Here, too the voluntary sector makes a major contribution by coordinating the towns drug and alcohol services. Hastings Voluntary Action worked with the Safer Hastings Partnership to extend the support and advice available to victims of Hate Crime. More generally volunteers play a key role e.g. by supporting the Police in a number of non-operational areas; contributing their time to participate in Neighbourhood Panels and the Area Based Community Safety Special Interest Groups to identify local problems and partnership solutions.
- Public Sector:** Area Based Grant (ABG) and Core Hastings Council funding are used to support a range of crime reduction and community reassurance initiatives including tackling violent crime, high profile policing around Sussex Coast College Hastings, Hastings town-centre late-night bus and taxi marshal schemes and production of student safety packs. A Multi-agency CCTV monitoring suite is being installed at Sussex Coast College providing 24/7 CCTV. The Supporting People programme and partnership has enabled partners to increase the availability of housing support for vulnerable people through a new floating support service. The service provided includes support for people to learn how to be safe in and out of their home; maintain the safety and security of their home; and be a good neighbour.

## Key measures of success

### 5. Crime Reduction (From 2007/08 baseline)

#### Targets/Milestones:

2010/11 Milestone:	5a) Reduce Overall Crime: 5%
	5b) Reduce Assaults with Injury: 7%
	5c) Reduce Violent crime: 5%
2012/13 Target:	5a) Reduce Overall Crime: 9%
	5b) Reduce Assaults with Injury: 10%
	5c) Reduce Violent crime: 8%

**Co-ordination by** Safer Hastings Partnership

### 6. Community Safety – Feeling safe at night in area (15 – 20 minutes walk from home)

#### Targets/Milestones:

2010/11 Milestone:	42% (Measured by Place Survey)
2012/13 Target:	45% (Measured by Place Survey)

**Co-ordination by** Safer Hastings Partnership

## How we'll monitor and report our progress

By monitoring the Community Safety Plan 2008 – 11 and reporting of relevant National Indicators, the Place Survey will continue to measure local people's perception – the next survey is due to be undertaken in 2010/11

Local Area Agreement – we are also working with partners across East Sussex to achieve County-wide targets set out in the Local Area Agreement 2008 – 2011 and the shared priorities in the East Sussex Integrated Sustainable Community Strategy – Pride of Place

## 2. An Economically Successful Town

### The Story so far

The partnership of local and regional authorities– the Hastings and Bexhill Taskforce, is driving the implementation of an ambitious and transformative Five Point Plan that is building the infrastructure and creating the conditions for the area's economic growth well into the future.

There has already been significant investment – in new offices and business parks, in new technology infrastructure, in the creation of the University Centre Hastings (UCH), the development of the Creative Media Centre and Innovation Centre and a stronger climate of business growth, high take-up of broadband technology and improving transport links.

The second phase of development, focussing particularly on business and education is well underway, with the successful start of the Priory Quarter business district and Enviro21 Innovation Parks, and the first of the two South Coast College Hastings campuses which will be completed in the town centre by the end of 2009, and planning permission has been granted for the Bexhill-Hastings Link Road. Developments and improvements to key landmarks on the shoreline are also helping to change the maritime face of the town. These developments offer a real and lasting opportunity to re-build our town as a thriving, high quality business location and a desirable place to live and enjoy quality recreation time.

Nevertheless, Hastings continues to suffer from high levels of deprivation, business survival is low, and the town has some of the highest rates of economic inactivity and income equality in the UK. Too many local young people and adults lack the necessary skills, aspiration and opportunities to build positive futures and achieve a decent standard of living. The pathway from unskilled economic activity to employment is fragmented, and people need to be supported in accessing opportunities to move out of worklessness and improve their quality of life. Key to achieving sustainable economic prosperity and a good quality of life for all local people is ensuring that the benefits of regeneration reach the most disadvantaged areas and individuals. The 2008 Place Survey identified that local people felt job prospects are amongst the top 5 things in making somewhere a good place to live and the 3<sup>rd</sup> highest thing that needs improving in our town.

It is not possible to predict with any certainty how long the current economic recession will last, or what the consequences will be for our local economy. Recessionary effects are generally felt more deeply and for a longer period of time in areas like Hastings where there is already a weak economic base and significant deprivation. Although the high proportion of public sector jobs in our town may help to cushion some of the short term effects of the recession, the reduction in public sector investment is likely to have a significant impact in the longer term. Achieving targets around reducing worklessness and achieving substantive increases in employment and business productivity will be particularly challenging. However there have been some modest signs of an uplift in the local economy in recent years and the significant investment in our education and employment infrastructure will all help to lay the foundations for recovery.

### Focussing on People and Places

#### People

- A quarter of the working age population in Hastings do not work, live in poverty and are unable to contribute substantially to the economic prosperity of the town. (25.4% were in receipt of welfare benefits in August 2007)
- A high proportion of unemployed people in Hastings are young. In March 2008, of those claiming Job Seekers Allowance 30.3% were between 18-24 and 52% were between 25-49.
- In December 2007 12.3% of 16-18 year olds in Hastings were NEET (Not in Education, Employment or Training), this is a concern as being NEET is a major predictor of later unemployment, low incomes, teenage motherhood, depression and poor physical health
- Of the Incapacity Benefit/Severe Disablement Benefit claimants in the town in 2006, 44% suffered from poor mental health and 53% of the total had been claiming for 5 or more years. The chance of these people accessing employment is statistically very low.
- The poverty trap is also a barrier to progression for many workless people. At entry level wages are often low and if a claimant is not entitled to in work benefits it may be difficult to justify a return to work.

We have directed our worklessness resources and efforts particularly towards young people between the ages of 18 – 25 and people who have been in receipt of Incapacity Benefits (particularly if they have poor mental health) for over a year.

### Places

- Greater Hollington and the Ore Valley are two of the most disadvantaged areas in the town, they have a significant level of social housing and the highest % of people who derive their income from welfare benefits.
- People with no qualifications are almost five times likely to be economically inactive than people with Level 4 or above. Eg. in Hollington 35% of residents have low literacy levels and 40% have difficulties with basic numeracy.

Our worklessness interventions should have an impact on geographical areas of disadvantage in order to close the gap between these areas and those that are better performing.

### Progress against the 21 Key Targets

In 2003 we set ourselves the following targets for an Economically Successful Town:

**No. 3.** Narrow the gap between child poverty rates for Hastings and East Sussex as a whole. (Measured as the proportion of children aged under 16 living in households in receipt of Income Support)

Progress: By 2008/09 the gap was 11% against our milestone of 5.5%

**No. 7.** To reduce average unemployment in the town to the East Sussex level by 2013.

In 2003 we started from a position where average employment level in Hastings was 1.8% above the average in East Sussex, and planned to reach the East Sussex average by 2013.

Progress: By 2008/09 unemployment was 3.1% above the East Sussex level, against our milestone of 1.2% above

**No. 8.** Increase median weekly earnings to national levels by 2013.

In 2003 we started from a position where average weekly earnings in Hastings were 79% of those of the UK average, we planned to reach the UK average by 2013.

Progress: By 2008/09 we were 12.6% below E. Sussex average, against our milestone of the East Sussex average.

### Our Long Term Vision for an Economically Successful Town

Hastings and St Leonards is a place where:

- Our inclusive, successful and sustainable economy has bought a decent standard of living to all our residents and is attracting new people and their families to the promise of a high quality life by the sea.
- Business activity has increased; employment has been created that provides a diverse range of local job opportunities and increased average earnings and Hastings is recognised as a place where there is support for small businesses to set up and grow
- Local people, particularly those who are disadvantaged, have raised their skills and aspirations and are able to get jobs offering stable employment and a living wage
- We have achieved and are maintaining environmentally sustainable prosperity, by maximising environmental benefits and opportunities, and minimising negative environmental impacts
- We have the right level of good quality, modern industrial and employment areas, office, warehouse and retail space floorspace to support the needs and opportunities for business, retail, education and skills sectors
- We are successfully attracting and retaining high levels of private sector investment in the town
- Visitors are important to our local economy and we successfully attract large numbers of business, cultural and leisure visitors
- Our business needs are supported by an integrated transport system offering efficient and sustainable ways to travel to and around the town and modern, flexible fibre optic ICT technology that enable our businesses to compete virtually across the globe.

### **Influences and Impacts**

As one of 21 Regional Hubs in the South East, Hastings and Bexhill serves as an economic and transport centre for a wider area. The South East Regional Economic Strategy identifies the importance of Regional Hubs in accommodating sustainable growth supported by appropriate and timely investment in infrastructure.

The Hastings and Bexhill Task Force is working to a 10-year regeneration programme, it is delivering a Five Point Plan 'to create an upward spiral of success and achieve a vibrant self sustaining economy' through Urban renaissance/ Business development: focusing on innovation, business support, growth and inward investment, excellence in education, Broadband connectivity and transport improvements.

The town was allocated Working Neighbourhoods Funds (WNF) for 2008 - 2011 in recognition of the continuing high levels of worklessness. This follows on from the award of Local Enterprise Growth Initiative (LEGI) funds in 2005 in order to tackle unemployment, and low levels of skills and enterprise. These and other Area Based Grants are being used to increase economic activity and improve the quality of life, thus contributing to sustainable regeneration. However, this is time-limited funding and we need to learn from short-term programmes and work with partners to translate those successes into mainstream services, as well as taking advantage of new funding opportunities as they arise.

Delivery of major projects such as the Millennium Communities, new education facilities, business space is underway and has been enabled by large amounts of grant funding and inward investment by the Government through regional bodies such as SEEDA. Such high levels of public funding are not likely to continue in the longer term, and we are therefore working to create the right conditions to attract and retain increased levels of private sector investment in the town.

Sustainability - Economic success is no longer a matter of growth at any cost. We need to reduce our ecological footprint and become much more efficient in the way we use energy and natural resources. This also presents opportunities – to make our town a centre for businesses that provide environmental products, services and businesses that want to work to high environmental standards.

Considerable partnership efforts are being made to attract a major art collection owned by the Jerwood Foundation, to a purpose built gallery in Hastings, accompanied by a major outdoor performance facility. This will be a key catalyst for our cultural regeneration ambitions and will not only offer an excellent cultural tourism offer but also a key tool for tackling exclusion and encouraging aspiration.

We are also working with partners across East Sussex to address areas of shared priority identified through Pride of Place. In terms of an Economically Successful Town these shared priorities include creating sustainable enterprise and improving productivity; reducing the barriers to employment (e.g. affordable childcare, public transport and low wages); developing essential infrastructure (e.g. transport, business accommodation and housing) and increasing academic achievement and skill levels.

### **What we need to achieve in the Medium Term (3 – 5 years)**

Our focus over the medium term will be on supporting the growth of the local business base, raising the skills levels of the local workforce and increasing the range of local employment opportunities in order to achieve sustainable economic prosperity over the long term. The (currently draft) Hastings and Bexhill Economic Development and Inclusion Strategy sets out in detail what we will need to achieve:

#### **A Successful Economy**

We will do this through a combination of:

- Sites and Premises - Enabling businesses and employers to work from suitable premises e.g. over the next few years, the Hastings and Bexhill Task Force will complete the development of new offices in Hastings town centre and business parks on the outskirts, with the intention of bringing high value businesses to the area, growing local businesses and encouraging further private investment. The planned link road between Bexhill and Hastings (anticipated by 2012) will open up new land for business expansion and housing in North East Bexhill.
- Infrastructure - Ensuring the transport, and communications infrastructure has the capability to serve a modern economy

- Business Support - Supporting entrepreneurship, new and growing businesses to increase business survival rates, and encouraging inward investment to increase the range and size of local employers and support the fragile local enterprise base
- Sector Specific Support - Supporting coherent programmes that provide targeted assistance to business and employment sectors.

### **An Inclusive Economy:**

We will do this through a combination of:

- Opportunities – Reducing barriers to employment and enable people who are not in paid work to progress into learning, skills and employment, prioritising those who live in disadvantaged neighbourhoods and those young people who are not in education, employment or training.
- Transition into work - Supporting access to training or enterprise through work experience and volunteering.
- Childcare provision - Ensuring that programmes focussing on helping local people gain employable skills or to secure jobs are linked to appropriate childcare provision.
- Raising wage levels – Raising awareness and enforcement of entitlement to the minimum wage and decent and fair working conditions for the low paid.
- Neighbourhood Communities - Raising aspirations and fostering ambition, enterprise and confidence in disadvantaged communities in order to reduce worklessness
- Maximise income levels – Increasing access to paid work and take up of benefits by those who live in disadvantaged neighbourhoods, and increasing opportunities for neighbourhood based community organisations to generate income
- Skilled workforce - Enabling people, particularly young people, to develop their entrepreneurial skills, aspirations and initiative, as well as increasing skill levels and employability amongst the adult population.
- Local employers – Ensuring local people have the skills to meet the needs of local employers and encourage employers to invest in development of their staff, particularly those who come into the workforce with low skills.

### **A Sustainable Economy**

We will do this through a combination of:

- Incorporating environmental sustainability - Ensuring economic growth incorporates the principles of sustainable development to ensure we conserve and enhance our environmental assets, both natural and built, for a high quality environment.
- Maximising environmental enterprise - Taking advantage of opportunities to attract and grow the environmental goods and services sector and improving local environmental knowledge and skills - in environmental technology, best practice and management.

## **Resources and contributions**

### **Thematic Partnership**

The Hastings and Bexhill Economic Alliance involves a wide range of partners including Hastings Borough Council; East Sussex County Council; Rother District Council; East Sussex Economic Partnership; Sea Space; South East England Development Agency; Sussex Enterprise; 1066 Enterprise; and Sussex Learning and Skills Council. Hastings and Bexhill each provide three representatives from the voluntary sector.

The Alliance will take a co-ordinating role in delivering the Economic Development and Inclusion Strategy and will monitor the implementation plan, reporting progress to both the Hastings and Rother Local Strategic Partnerships.

Examples of contributions made by other partners include:

**Business** Further private sector investment is fundamental to the continued economic regeneration of the town, the provision of infrastructure, jobs, skills and workplace training is essential.

**Third Sector** Hastings has developed strong community and voluntary organisations and social enterprises (the Third Sector). Collectively the sector makes an enormous contribution to the local economy employing over 800 people the town's charities and community groups have an

annual turnover of over £21m and attract inward investment to Hastings from sources such as the National Lottery. In the present climate Hastings Voluntary Action have developed a recession action plan to support local charities through the recession.

**Public Sector** The Hastings and Bexhill Task Force is working to a 10 year plan to improve the urban environment, education, jobs and homes, to create an upwards spiral of success and achieve a vibrant, self-sustaining economy. The projects will greatly augment the initial achievements to deliver, over the ten-year period:

- 7,450 new and 2,800 refurbished homes
- 6,450 skills and learning opportunities
- 150 new businesses
- 3,970 jobs created or safeguarded
- 27 hectares of brown-field land regenerated.

The Council has been awarded Area Based Grant funding of £7,060,000 between 2008 and 2011 – this is being directed at a range of new projects, which together aim to: counter the effects of recession, achieve the objectives in the Economic Development and Inclusion Strategy and improve community cohesion.

The Local Development Framework will set out a clear spatial strategy for economic development, identifying land for business use, training and education and promoting investment in retail, tourism and creative industries as well as the traditional manufacturing and office based sectors.

## Key measures of success

### 3. Reduce Child Poverty

#### Targets/Milestones:

2010/11 Milestone: To be set once reliable comparative data available  
2012/13 Target: To be set once reliable comparative data available

**Co-ordination by:** Hastings and Bexhill Economic Alliance

### 7. Reduce Average Unemployment\*

#### Targets/Milestones:

2010/11 Milestone: The gap between Hastings and the national average to be 1.5% or lower  
2012/13 Target: The gap between Hastings and the national average to be 1.4% or lower

**Co-ordination by** Hastings and Bexhill Economic Alliance

### 8. Increase Workplace Average earnings\*

#### Targets/Milestones:

2010/11 Milestone: Workplace average earnings in Hastings to be no less than 79% of the national average  
2012/13 Target: Workplace average earnings in Hastings to be no less than 80% of the national average

**Co-ordination by:** Hastings and Bexhill Economic Alliance

*\*Note: targets 8 and 9 could have an adverse effect on each other, especially in the short term.*

## How we'll monitor our progress

By monitoring implementation of the Hastings and Bexhill Economic Development and Inclusion Strategy 2009 – 2013 and reporting of relevant National Indicators. Monitoring progress against our Local Development Framework objectives

The Place Survey will continue to measure local people's perception – the next survey is due to be undertaken in 2010/11

Local Area Agreement – we are also working with partners across East Sussex to achieve County-wide targets set out in the Local Area Agreement 2008 – 2011 and the shared priorities in the East Sussex Integrated Sustainable Community Strategy – Pride of Place

### 3. A learning Town

#### The Story so far:

**Schools** - Educational attainment has improved since 2002 but primary and secondary is below national and regional levels at Key Stage 2, GCSE and A' Level. The performance in the secondary phase is a significant concern where the gap with national figures has grown in recent years. Of the 354 districts nationally, Hastings (which is 29th most deprived district nationally) performance in 2008 at Key Stage 4 was the worst. There has however been good development of early years and primary education, and most schools are meeting the expected standard for extended school provision.

Two education conferences were held in 2007 to bring partners together to better understand the underlying causes of poor performance in our schools. The conferences sought to identify better ways for statutory, business, voluntary and community sectors to come together to collectively raise aspirations and the profile of learning and training in the town. This extended partnership approach recognises that education and learning is a key tool for supporting the sustainable regeneration of our town, raising the aspirations of our young people and breaking the cycle of deprivation.

During 2008 and early 2009 major changes have begun with the appointment of Ninestiles Plus, the school improvement company, to work across the three schools in Hastings to make radical changes to improve standards between 2008 and 2011. Early indications show improvement in key areas of behaviour, attendance, and student motivation. Although the first year results will not be available until summer 2009, the results for students entered early for GCSE English and maths are encouraging.

The Government has recently given the go ahead for proposals for two new academies, one to replace Filsham Valley and The Grove schools and one to replace Hillcrest School. The academies will be jointly sponsored by the University of Brighton, British Telecom and East Sussex County Council. They will cater for pupils aged 11 to 16 of all abilities and will provide state-of-the-art facilities for pupils with special educational needs.

**Further Education** - The performance of Sussex Coast College Hastings (formerly HCAT) continues to improve and now exceeds national averages. Art & Design and Engineering are widely regarded as outstanding areas of provision and the College boasts an overall pass rate of 88%. Recruitment at the College has increased significantly with over 1,300 16-18s and 4,000 adults being enrolled during 2008-09.

The College's new £96m facility is currently under construction. Split across two sites, the development at Station Plaza will provide state of the art learning and teaching facilities which in partnership with the private sector will enable new and creative ways of delivering skills and training for the contemporary learner. Station Plaza is due for completion later in 2009 and occupation and use of the facility will begin immediately. The second site in Ore Valley is due to be completed in readiness for the start of the 2010 academic year.

**Higher Education** - Improving local education provision and attainment is at the heart of our regeneration plans. The first project to be delivered, in September 2003, was the establishment of University Centre Hastings (UCH) in the refurbished BT building in the centre of Hastings. There are now over 700 students there studying a range of courses. UCH, managed by the University of Brighton, is the UK's first 'University Centre' – a facility offering courses run and validated by some of the best universities in the UK. Courses are commercially focused, designed in partnership with local employers to cover subjects including computing, business management, accounting, broadcast media, education, sociology, environmental biology and a range of adult education and Open University programmes. UCH also provides professional courses to help working people further their careers and is a centre for research and development, linking with local industrial and engineering firms. The space at UCH was greatly expanded in 2004 with the addition of a further two floors and an impressive new atrium. Facilities include a Broadcast Media Centre with state of the art editing suites, a TV studio, and radio station. Plans are already under way to extend student numbers, premises and courses towards a goal of 2,000 student places by 2012.

**Skills** - The number of those not in education employment or training (NEET) post 16 continues to be a major concern, the skills levels of the working age population is low, and access to learning outside formal education remains an issue.



## Focussing on People and Places

- People** 19.3% of pupils in Hastings receive free school meals, rising to more than 31% in Hollington, compared to an East Sussex average of 11%  
 In May 2009 the percentage of young people who were NEET was 10.96% (302 young people).  
 21% of the working age population in Hastings were qualified below Level 2 in 2008,  
 35% of the adult population in Hollington have low literacy and 40% have problems with numeracy.
- Places** The academy proposals will bring in funding for new state of the art school buildings in two areas of the town, including the Ore Valley, where the local Community Forum is working on the development of a “whole area” approach to supporting schools and young people. This will have links to the new adventure playground planned for the area as part of the countywide Play Pathfinder programme.

### Progress against 21 Targets

In 2003 we set ourselves the following targets for a learning town:

- No. 9a To increase the % of 15 year olds achieving 5 or more GCSEs A\* - C grades or equivalent from 40% in 2003 to 46% in 2008/9 and 51% by 2013.  
 Progress: By 2008 performance was below target at 44.1%

In 2005/6 we set another target to:

- No. 9b Increase the % of 15 year olds achieving 5 or more GCSEs A\* - C grades or equivalent including English and Mathematics to 38% by 2008/09 and 44% by 2013  
 Progress: By 2008 performance was below target at 26.4%

## Our Long Term Vision for a Learning Town

Hastings and St Leonards is a place where:

- Local people, particularly those who are disadvantaged, recognise the value of, and participate in, high quality and relevant education, skills development and lifelong learning
- Attainment levels in all our schools reach at least the national average
- Young people achieve their full potential by progressing through school and college and into jobs, higher education or further training
- Learning opportunities are tailored to the needs and circumstances of learners
- Employers are confident about the skills and potential of the local workforce
- Hastings schools are the positive preferred choice for the majority of local parents.

### Influences and Impacts

- The demand for improvement is growing. Government has set National Challenge targets for secondary schools and will do so for primary schools. As of 2008 three secondary schools did not meet that target.
- The performance of our schools affects our town’s attractiveness for relocation and inward investment
- East Sussex County Council are investing resources to create a collaborative support programme led by Ninestiles Plus that is focused on raising attainment in three of the town’s secondary schools.
- If approved, the two new Academies will open in the Eastern and Western side of the town in 2011, their aim will be to transform standards and provide superb new facilities for young people in the town
- Students starting secondary school in September 2010 must stay on until they are 18, the impact on local providers will be significant, demanding more courses at all levels of attainment.
- The Secondary school curriculum is being radically changed. The Hastings and Rother 14-19 Partnership Board has become an increasingly influential part of collaborative work to ensure the best for all.

- Further education is expected to meet the increasing needs of employers, 14-19 expansion and adult learners and Sussex Coast College Hastings is being significantly reshaped into new sites in the Town Centre from late 2009 and Ore Valley in 2010.
- Higher education is seen by Government as a crucial part of the growth of a first class work force, and University Centre Hastings is meeting its current enrolment targets, has national recognition for courses and is planning further expansion.
- Nationally the Government is committed to funding an extra 35,000 apprentices as part of its efforts to tackle the recession, supporting its aim of one in five young people being on an apprenticeship within 10 years
- The legacy of the current recession may be that without opportunities for local jobs and entrepreneurial activity we are unable to retain young people in the town
- Proposals for a village school in Ore Valley are being developed to support the schools and the young people in the area

We are also working with partners across East Sussex to address areas of shared priority identified through Pride of Place. In terms of a Learning Town these shared priorities include: providing and increasing accessible vocational and academic, lifelong learning and skills development opportunities for all; developing early years support for children, their parents and carers; reducing the educational attainment and skills gap for people from deprived and vulnerable backgrounds and disadvantaged areas; developing adult learning provision and take-up; increasing employer involvement and satisfaction with skills training and enabling all young people to be in education, employment or training.

### **What we need to achieve in the medium term (3 – 5 years)**

Our key focus is on maintaining and consolidating primary school performance and achieving a significant improvement in Secondary school attainment. In order to do this we need to

- Ensure the curriculum offer is fit for the purpose of improving attainment and preparing learners for work and lifelong learning
- Ensure resources continue to support those most at risk of becoming Not in Education, Employment or Training (NEET)
- Raise the expectations and aspirations of parents, teachers, lecturers and learners

Skills attainment is being addressed in part by SCCH through a grant of £2.6m from Hastings Borough Council under the Area Based Grant. This funding will enable over 3,000 individuals over the next two years to re-engage with education across Hastings.

## **Resources and contributions**

### **Thematic Partnership**

**The Learning and Skills Thematic Group** – is made up key partner agencies and LSP members and is engaged in the mission to drive up standards in our schools, to build capacity, raise aspirations and offer opportunities and support for our young people. Partners are developing strategies to support learners and their families to focus on developing and achieving high expectations as well as holding statutory bodies to account.

**Children's Services Planning Group (CSPG)** –The Learning and Skills Partnership also has strong links to the Hastings area CSPG, which brings together all Hastings partners in the Children and Young People's Trust (CYPT). A wide range of partners have a role to play in raising aspirations and attainment; NHS health visitors and school nurses, for example, help to develop relationships within families, and communication skills, from a very early age.

Examples of contributions made by other partners include:

### **Business**

As new curriculum opportunities become available it is essential that education providers work with the Business Sector to inform and support educational development. We need a relevant and appropriate experience for learners preparing them for the rigours of 21<sup>st</sup> Century work.

A key partner in the potential Academy programme will be British Telecom, they will act as the business co-sponsor. They are a major company with a reputation for corporate social responsibility.

Work place training is a vital component to increasing skill levels of local people

**Third Sector** Many local people find skills acquisition very challenging and the Third Sector is able to engage raise expectation and support those considering returning to learning. The Third sector has skills and the capacity to grow to provide social enterprise and entrepreneurial activity that can engage and motivate many into learning and high level and better paid work. The Third Sector has a holistic approach to education and the broader impact it has on health and community wellbeing. The Horizons Project is just one example of a network of local organisations providing free, flexible learning in an range of informal settings at a range of community venues supported by crèche and transport provision. Hastings Voluntary Action supported 108 volunteers to obtain qualifications – often for the first time. Community learning not only supports adult learners but also, through them makes it more likely that children will get the home support and encouragement they need to succeed at school.

**Public Sector** The public sector has responded to the needs of Hastings and made significant investment in mainstream, Further and Higher Education to create great opportunities, including: the University Centre Hastings, the new Sussex Coast College Hastings sites in the town centre and Ore Valley; and the Academies proposals together with plans for a new library. The Learning and Skills Council functions are being disbanded and responsibility for 14 – 19 year olds now rests with East Sussex County Council. Co-sponsors with British Telecom of the potential Academy programme in Hastings are Brighton University and East Sussex County Council.

The East Sussex Adult Learning and Skills Partnership Board have responsibility for the LAA target NI 163 – the Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher

The County Council's Children and Young People Plan (2008 – 11) priorities for Hastings includes:

- Targeted support for young mothers and work in the three 11-16 schools on teenage pregnancy prevention
- Continuing Family Intensive Support Service, provided by the voluntary sector through the Respect (Youth Task Force) funding
- Reducing bullying,
- Increasing the range of choices of vocational educational learning opportunities
- Reducing the number of young people who are NEET – young people with learning difficulties or disabilities, teenage mothers, young offenders and those living in low income households are overrepresented in this category

The County Council is preparing its new School Improvement Plan. A key feature of the strategy is raising aspirations and engaging communities in supporting young people. A major outreach project has been commissioned using members of the community as peer researchers to explore ways of connecting communities better with schools and learning.

## Key measures of success

### 9. Increase the % of 15 year olds achieving 5 or more GCSEs A\* - C grades including English and Mathematics

#### Targets/Milestones:

2010/11 Milestone:	50%
2012/13 Target	TBC

**Co-ordination by:** Learning and Skills Partnership

#### How we'll monitor success

Success will be monitored against the National Annual Performance Tables published by DCSF. We will also draw on the Local Authority Annual Compendium of Performance that allows local comparisons to be made and we will continue to look at local super output data to ensure progress is sustained and that resources are focused on achieving the best possible rates of progress.

The Learning and Skills Theme Group will report to LSP on progress of key targets and:

- Key stage 2 attainment
- Key Stage 4 attainment and rate of progress from KS2
- The attainment in all key stages of Looked After children
- Decreasing the Secondary school persistent absence rate

We will monitor progress against our Local Development Framework objectives. The Place Survey will continue to measure local people's perception –the next survey is due to be undertaken in 2010/11  
Local Area Agreement – we are also working with partners across East Sussex to achieve County-wide targets set out in the Local Area Agreement 2008 – 2011 and the shared priorities in the East Sussex Integrated Sustainable Community Strategy – Pride of Place

## 4. A Healthier Town

### The Story in Hastings so far

Good physical health and mental well being is essential for individuals to attain education standards, participate in sustainable employment opportunities, enjoy physical activities and remain well as they get older. There is a clear link between deprivation and ill health and people in Hastings not only have higher rates of coronary heart disease and cancer, they also die younger here on average than others in the southeast.

To improve health requires a partnership for health across our community to tackle health risk factors such as smoking, poor diet, high alcohol consumption, and inactivity. We also need to target the most vulnerable groups in our community, focusing on older people, mothers and young children as a priority, in order to enable everyone to enjoy a better quality of life.

Good physical health and mental well being is essential for individuals to attain education standards, participate in sustainable employment opportunities, enjoy physical activities and remain well as they get older. There is a clear link between deprivation and ill health and people in Hastings not only have higher rates of coronary heart disease and cancer, they also die younger here on average than others in the South East.

To follow – References to achievements re: acute services e.g. continuation of full range of maternity and acute general hospital services, early referrals for cancers, development of new health centres, 1 completed, 1 in construction and 2 planned.

NHS Hastings and Rother is working with key stakeholders to develop and implement a new maternity strategy due to the Independent Reconfiguration Panel decision in 2008 to maintain consultant led services at both of the East Sussex Hospitals sites (Conquest at Hastings and Eastbourne District General Hospital).

The Station Plaza Primary Care Centre in the heart of Hastings will open in May 2010. It will offer the following services:

- space for 10 GPs, with 5 existing practices moving into the new state of the art building from their current premises in central Hastings
- a walk-in centre, staffed by two local GPs as well as practice nurses, open from 8am to 8pm, seven days a week, with the service available to anyone who wishes to use it, regardless of whether they live locally or are registered as a patient
- a Sexual Health Clinic which will move from its current home at Ore Clinic in Hastings to a more central location with excellent public transport links
- a wide range of other services including, podiatry, physiotherapy, and mental health services for adults, children and young people

Improving health requires a partnership approach across all our community to tackle health risk factors such as smoking, poor diet, high alcohol consumption, and inactivity. We also need to target the most vulnerable groups in our community, focusing on older people, mothers and young children as a priority, in order to enable everyone to enjoy a better quality of life. A range of partnership activities have been undertaken to target the most vulnerable groups in our community. Examples include:

**Tobacco Control** - Hastings is one of the 25 local authorities with the highest prevalence of smoking in England. As a result the Department of Health has recently awarded the Council £200,000 for additional tobacco control initiatives. Along with the other 24 local authorities, Hastings is participating in a project supported by the Department of Health and the Improvement and Development Agency for Local Government, which aims to develop innovative ways of reducing smoking through new and additional smoking cessation services, and a greater emphasis on tobacco control enforcement, such as in relation to sales of underage and counterfeit tobacco, and the smoke-free public places and workplaces laws that were introduced in July 2007. The multi agency Hastings Tobacco Control Group is developing the local initiatives to be funded with this grant, which will be monitored by the Healthier Hastings Partnership Board. The emphasis will be on tackling smoking in routine and manual occupations, and in young people.

**Healthy Eating** - The Community Fruit and Veg Project provides local fruit and vegetable stalls across Hastings. The project aims to deliver seasonal fruit and vegetables to areas where availability is poor. Basic cooking skills and awareness of healthy eating courses have been run for single older men in deprived areas of the town, the project aimed to change the dietary habits of men who had no experience of cooking for themselves. Poor diet is known to be a factor that increases susceptibility to many diseases but particularly heart disease, cancer and diabetes.

**Safe, Sensible and Responsible** - Through the East Sussex Safer Pubbing and Clubbing Group a short film was made about sensible drinking in 2008. The film used local young people to promote the concept and was shown throughout the town. A condom distribution scheme aimed at young people under 25 is in operation and there are venues across Hastings offering free condoms, free pregnancy testing, emergency contraception and free Chlamydia tests to young people on demand. The Pulse programme for young people offers multi agency programmes that provide information, advice and support, including sexual health services, for many vulnerable young people in the town. Sexual health services are available on school sites at the three 11-16 schools.

**Fit and Active** - The Active Hastings project has been very successful in encouraging people across the town whatever their age or circumstances to take part in physical activity. Encouraging 30 minutes a day for adults and 60 a day for children, the programme provides activities for all ages and abilities from Frisbee, to walks in the park to Tai Chi to street dancing. The three year programme has seen physical activity levels increased in 3.5% of the population each year against a target of 2% p.a. Of the 8,900 participants 30% had done no physical activity in the past 12 months and nearly 50% were doing activity on less than 3 days a week. The work of the Healthy Schools Team (School Improvement Service) have enabled many schools to have achieved the national standard. Fit and Active – Hastings and Rother School Sports Partnership (SSP) have achieved over 90% of Young People at Key Stages 1,2 and 3 receiving over two hours of PE and sport each week.

**Children and Parenting** - Hastings has a high smoking prevalence, particularly in our more deprived areas. Evidence shows there is a clear link between smoking and low birth weight which may cause babies not to thrive. We have therefore worked with Community Midwives, Health Visitors and Nursery Nurses to highlight this issue and to increase referrals to the Stop Smoking Service. Community midwives can now provide antenatal care to women within the extended range of Children's Centres in the town. These community-based centres are able to provide a range of services including Stop Smoking, parenting classes, and support for post natal depression, with free child care provided. Family Nurse Partnership programme has been introduced to provide intensive support for young mothers and children from the sixteenth week of pregnancy to the second birthday of the child. A variety of parenting support programmes are also available to families with children and young people of all ages.

**Wellbeing** – The 'Taking Care of Your Top Two Inches' worked across Hastings with groups of people who had experienced or who were at risk of experiencing mental ill health. These groups produced a photography and art exhibition which was displayed in Priory Meadow Shopping Centre.

## Focussing on People and Places

### People:

- More than 2 in 10 older people are affected by income deprivation in our town
- Nearly 1 in 3 people smoke, compared with less than 1 in 4 across East Sussex
- Around 17% of people binge drink, compared to 14% across East Sussex
- Only 1 in 4 people eat 5 portions of fruit and vegetables a day compared with 1 in 3 across England.
- Teenage pregnancy rates are 40% higher than the national average
- There are higher rates of poor mental health and of substance misuse compared to the county as a whole.
- Population forecasts show that up to 2026 there will be a greater proportion of older people, with particular growth in the 75 and over age group (13.1% in 2026, compared to 9.0% in 2006). This means we need to plan now to provide housing, health and social care provision for older people.

**Places:**

- Life expectancy in Hastings varies by ward between 72 and 82 years, against a county average of 80
- In Hastings, nearly 1 in 3 Children are affected by income deprivation – this varies from 10 -49% across our wards. Children in Hollington and Tressell wards have the highest rates of households with children claiming income support.
- Hastings is currently receiving substantial investment to improve its access to GPs
- Teenage conception rates in Tressell and Central St Leonards areas are over twice the national average

**Progress against the 21 Key Targets**

In 2003 we set ourselves the following targets for a Healthier Town:

**No. 13a.** Reduce death rates from circulatory disease (coronary heart disease and stroke) in people under 75

Progress: We have achieved a 39% reduction and are on course to meet our 2013 target

**No 13b.** Reduce death rates from cancer in people under 75

Progress: We have achieved a 14% reduction and are on course to meet our 2013 target

**No.14.** Reduce the under 18 conception rate by 50% (25% by 2008/09)

Progress: Despite earlier progress by 2007/08 the rate was back up to 1% below the 2003 baseline

**No. 15.** Increase the number of substance misusers retained in treatment for 12 weeks or more

Progress: 75% of substance misusers stayed in treatment for 12 weeks or more.

**Our Long Term Vision for a Healthier Town**

Hastings and St Leonards is a place where:

- The physical and mental health of local people has improved, health inequalities have been reduced and people live longer
- People of all ages live healthier and more active lifestyles
- High rates of cancer and heart disease and been reduced
- Levels of teenage pregnancy and self-harming lifestyles have been reduced e.g. smoking, alcohol and substance misuse and obesity.
- People are supported to remain independent as they grow older

**Influences and Impacts:**

- Building on the Wanless report 'Securing Good Health for the Nation' the subsequent 'Choosing Health' White Paper and the recent 'High Quality Care for All' report by Lord Darzi the Hastings and Rother Primary Care Trust (PCT) has invested significant resources to improve the physical and mental health of the population of Hastings.
- The PCT's 'Investing in Life' strategy specifically recognises the levels of additional need in the Borough and is actively targeting the 11 most deprived wards in the town to reduce disproportionate levels of heart disease and strokes.
- A combination of this, extensive health improvement work, investment in modern accessible facilities and services and a commitment to 'adding life to years and years to life' for the town will we hope make Hastings a truly healthy place to live.
- By planning the future development of our town through the Local Development Framework (LDF) we can ensure our infrastructure contributes to encouraging healthy lifestyles by identifying, protecting and enhancing parks and open spaces in locations accessible by walking or cycling and encouraging exercise and healthy eating by protecting allotments.
- As part of LDF development, we are identifying a strategic network of cycle and pedestrian routes throughout the town. This will be developed over the plan period up to 2026 and will make it easier and more attractive for people to get around safely by bike or on foot.

- In 2008, the PCT introduced a new Adult Mental Health Strategy in partnership with East Sussex County Council's Adult Social Care. This joint strategy used a needs assessment to assess the population's health needs against the services currently being delivered. It used national best practice and research to inform the decision that over the next 3 years the model of care will change from one that is currently based around secondary care to a model which is focused on prevention which is led by primary care and supports people within the community.
- We are also working with partners across East Sussex to address areas of shared priority identified through Pride of Place. In terms of a Healthier Town these shared priorities include: improving physical health, mental wellbeing and life expectancy, especially amongst those who are least healthy; reducing the number of people getting long term and serious illnesses; enabling people to live healthy and active lives, and encourage use of open spaces including the countryside, beach, parks and gardens; reducing teenage pregnancy and reduce self-harming lifestyles, obesity, smoking, alcohol and substance misuse; supporting people to have access to, choice and control over services provided to help them remain independent as they grow older, or if they have physical disabilities, learning disabilities or mental health problems or live with long-term health conditions; improve the user, patient and carer experience and support for carers of all ages, and improve support to children and young people on the edge of care, especially vulnerable teenagers.

### **What we need to achieve in the medium term (3 – 5 years)**

Our key focus is on reducing health inequalities. To do this we need to:

- Reduce the number of early deaths from cancer and heart disease, by encouraging healthy eating, sensible drinking, exercise and discouraging smoking.
- Work with young people to promote contraception and sexual health awareness.
- Provide advice and support for drug and alcohol users to help them adopt a healthy lifestyle.
- Provide the range of funding, support and parenting advice that lay the foundations for mental well being and a healthy and stable life.
- Enable older people to live as long as possible in their own homes by providing advice and information on a range of support and care services to promote well being and independence.
- Address the shortfall in GP services - the planned network of 3 new primary care centres to be located at Station Plaza, Broomgrove Millennium Community and Upper St Leonards and one existing centre, linked to the secondary care Acute Hospital, will overcome the undersupply and provide some additional capacity for future population growth.

## **Resources and contributions**

### **Thematic Partnership (TBC)**

Healthier Hasting Partnership Board – leads the multi agency work in the borough to improve health and wellbeing and reduce health inequalities.

Examples of contributions made by other partners include:

Business	The Primary Care Trust (PCT) is committed to working with its business sector colleagues to encourage the development of work based health programmes. By supporting employees to remain or improve their health significant benefits can be accrued to both the employer and the employee.
Third Sector	Over 50% of the Towns Voluntary Groups work in the field of Health and Social Care and organise services ranging from support groups, counselling. It was instrumental in developing a Healthy Living Centre for the Town (the PULSE project) which secured an investment of over £1.7m for Hastings. In the area of Health Promotion the sector also contributes massively through the creation of new organisation such as the Community Fruit and Veg Project – a social enterprises making available low cost fresh produce to the areas of highest deprivation.
Public Sector	The PCT is a major player in relation to partnership working with our statutory colleagues in the town. Through this extensive partnership working we are able to ensure that our health improvement activity is at the heart of deliberations that effect policy and planning in the town. The Supporting People programme and partnership has enabled partners to increase the availability of housing support for vulnerable people through a new floating support service. The service provided will include support for people to learn how to: be safe in and out of their home; maintain the safety and security of their home; and be a good neighbour.



**Key measures of success****13. Living Longer, Healthier Lives**

- a) Reduce death rates from circulatory disease (coronary heart disease and stroke) in people under 75 (*Baseline 1996: 130/100k*)
- b) Reduce death rates from cancer in people under 75 (*Baseline 1996: 150/100k*)

**Targets/Milestones:**

13 a) 2010/11 Milestone: Reduce by 60%  
2012/13 Target: To be agreed as part of next planning period

13 b) 2010/11 Milestone: Reduce by 20%  
2012/13 Target: To be agreed as part of next planning period

**Co-ordination by:** PCT

**14. Reduce Teenage Pregnancy****Target/Milestones:**

2010/11 Milestone: Reduce by 50% (*Baseline 2003 60/1000 (15 to 17year olds)*)  
2012/13 Target: To be agreed as part of next planning period

**Co-ordination by:** PCT

**15. Reduce the Rate of Alcohol Related Hospital Admissions****Target/Milestones:**

2010/11 Milestone: Reduce by 4% the rate of alcohol related hospital admissions per 100,000 population from the 1995-97 baseline

2012/13 Target: To be agreed as part of next planning period

**Co-ordination by:** PCT

**How we'll monitor success**

Robust evaluation of Health Improvement activities funded by the PCT will enable best practice to be identified and effective evidence based programmes to be delivered that contribute to improving the health of local people.

Success will be monitored by progress towards achieving the Key Targets, national indicators and progress against our Local Development Framework objectives

The Place Survey will continue to measure local people's perception – the next survey is due to be undertaken in 2010/11

Local Area Agreement – we are also working with partners across East Sussex to achieve County-wide targets set out in the Local Area Agreement 2008 – 2011 and the shared priorities in the East Sussex Integrated Sustainable Community Strategy – Pride of Place

## 5. An Inclusive Town

### The Story so far

A sense of belonging is fundamental to most people's well-being and living in a strong cohesive community is the surest route to achieving this. The perceptions of Hastings as a place to live are very varied, sometimes contradictory, and reflect the contrasting lifestyles and backgrounds of the town's residents. Over recent years there has been an increase in the number of people living in Hastings who belong to different cultures and ethnic backgrounds, this has presented its own challenges in terms of Community Cohesion. However, our diverse population has also greatly enriched our vibrant culture. The strength of the local voluntary and community sector indicates a widespread commitment to improving well-being for others and is one of our town's greatest assets. High profile community events like Jack in the Green, Hollington Fun Day, Hastings Bonfire and the St Leonards Festival showcase how our diverse communities, the spread of generations and our visitors enjoy together, and how we welcome the contribution we all make to the quality of life of our town.

A Cohesive Community is one where there is a common vision and a sense of belonging for all communities; the diversity of people's different backgrounds and circumstances is appreciated and positively valued; those from different backgrounds have similar life opportunities, and strong and positive relationships are being developed between people from different backgrounds and circumstances in the workplace, in schools and within neighbourhoods. In many parts of the country much of the focus of community cohesion has been about how communities from different ethnic groups can live together better and prosper. While this is also the case in some areas of Hastings, the lack of cohesion is most apparent in our deprived neighbourhoods. Deprivation undoubtedly undermines community cohesion; however, it is not the only factor in a very complex environment. Demographic change, disparity in wealth, service provision, general negative perception of an area and local tensions can all impact on cohesion to different degrees at different times.

The underlying principle of the work undertaken by all the LSP partners in Hastings is to address the economic and social well-being of all those who live, work and play in our town. Our 'Narrowing the Gap' agenda ensures that we focus attention on those who face the multiple levels of deprivation (poor health, housing, high crime, poor education and skills etc) which combine to deny them the opportunity to fulfil their potential.

Our town has a strong record of community involvement in neighbourhood renewal and regeneration. Community and area-based structures have been key in helping to improve conditions in deprived neighbourhoods by acting as engagement mechanisms and conduits between service providers and communities.

### Focussing on People and Places

- People Different communities of identity in our town are supported to help them operate effectively, ensure they are fully engaged in local activities and have opportunities to influence and contribute to decision making processes. These include:
- Older People - via the Hastings & St. Leonards Seniors Forum and through partnership work with others such as the Hastings & Rother Primary Care Trust, Age Concern, the Health and Social Care Forum and the WRVS Centre.
  - Disabled People - via Hastings and Rother Disability Forum. The group work with many different organisations to raise awareness and represent the views of disabled people on issues such as planning, transport and access to information.
  - The Black and Minority Ethnic community - via Hastings Intercultural Organisation and by encouraging the representation of BME groups and individuals within existing structures. This involves support to empower and build capacity to ensure active engagement and participation.
  - Young People - via The Hastings Young Persons Council (HYPC), this has just celebrated its 10th anniversary. The HYPC is made up of youth councillors aged between 13 and 25, and works to empower young people to improve facilities and conditions for, and attitudes to, young people in Hastings.

**Places** The Neighbourhood Forums; the Area Management Boards; Neighbourhood Policing Panels and Multi Area Tasking Teams are some of the ways we have developed locally that enable people and communities to come together and engage with service providers to deliver what's best for their area.

### **Progress against the 21 Key Targets**

In 2003 we set ourselves the following targets for an Inclusive Town:

**No. 4.** Increase the proportion of young people who think the town is a good place for them to live in.

Our first survey in 2005/06 identified that 49% of young people thought the town was a good place to live.

Progress: The repeat survey undertaken in 2007/08 showed this had increased to 55%

**No. 10.** Increase number of residents who feel people from different backgrounds live harmoniously in the town.

We undertook a survey to find out the starting point for our work – the 2005 Citizens' Panel survey told us that 51% of people in Hastings felt people from different backgrounds live harmoniously in the town, by the time a similar survey was undertaken in 2006/7 the result had risen to 70%. This is however lower than the results in other part of East Sussex.

Progress: The 2008 Place Survey showed this remained the same at 70%

**No. 11.** Increase voluntary and community sector activity (including community participation) by 5% by 2013

Progress – By 2007/08 we demonstrated there had been a 15% increase in annual turnover in Voluntary and Community Sector growth between 2002 and 2008.

**No. 12.** Increase the % of people surveyed who feel they can influence decisions affecting their local area.

We undertook a survey in 2005/06 that showed that 26% of people felt they could influence decisions, this increased by 2006/07 to 29%. This is an area where we need to make significant progress whilst recognising the complexity of ensuring people feel engaged.

Progress: The 2008 Place Survey showed that this had reduced to 25%

### **Our Long Term Vision for an Inclusive Town**

Hastings and St Leonards is a place where:

- Everyone feels proud to live in our town
- Communities are strong, inclusive and involved and there is mutual respect and understanding of each other
- People have opportunities to realise their full potential
- People participate in civic life
- People know that they are treated fairly and feel they can influence decision making

### **Influences and Impacts**

- Community Cohesion is a significant national priority. Increasing globalisation and openness of economies and societies creates new challenges and risks of instability. In disadvantaged neighbourhoods there are further risks and tensions caused by unemployment, poor housing, and general economic and social deprivation, and this is likely to be exacerbated by the recession.
- The Government is concerned about the rise in political and religious extremism and tensions. In some parts of the United Kingdom this has led to serious incidents of violence and disturbances. The new Prevent agenda (NI 35) seeks to build resilience to violent extremism but this needs to be addressed sensitively to ensure it does not cause difficulties in delivering the Community Cohesion Action Plan.
- The historic development of the town from medieval times to the building of large amounts of social housing in the twentieth century have created a series of 'villages', estates and two town centres across Hastings and St Leonards. Neighbourhoods of comparatively affluent home-owners

exist side by side with some of the most deprived urban communities in the country living on social housing estates or in private rented accommodation in the town centres.

- The contrasts between the neighbourhoods where most people are in work or retired home-owners and the parts of the town with concentrations of economically inactive and benefit dependent households are what creates the 'parallel lives' experienced locally.
- Hastings also has a large transitory population including migrant workers, visiting foreign students, those seeking refuge, or temporary stay in this town. It is recognised that, as well as those from different backgrounds who chose to settle in Hastings, these groups sometimes face hostility from others living or visiting the town.

We are also working with partners across East Sussex to address areas of shared priority identified through Pride of Place. In terms of an Inclusive Town these shared priorities include: planning for and meet the needs of changing and new communities; promoting fair access to inclusive services and assist those on lower incomes to gain better access to financial support and benefits; tackle social, financial and environmental inequalities; empower local people of all ages to have a greater voice and influence over local decisions; develop and strengthen the local Voluntary and Community Sector; promote community ownership or control of buildings, spaces and local community service delivery; support and encourage volunteering, and encourage greater voter participation in local and national elections.

### **What we need to achieve in the medium term (3 – 5 years)**

Our main focus for building a more inclusive town will be to support the development of an inclusive economy to improve the economic well-being of all those who live in our town. This will be particularly challenging in times of economic recession.

The Community Cohesion Framework and Action Plan is the supporting document that sets out in detail what we will need to achieve under the following three key objectives:

**1. People have opportunities to realise their full potential** - People on low incomes are more likely to live in unfit housing and suffer poor health; have restricted choices regarding accessing services; live in areas that may suffer deprivation and lack of green space. These factors can combine to leave individuals and communities vulnerable. We will do this by:

- All public services delivering high quality services in the area
- Public services focusing specifically on narrowing the social and economic gap between different areas
- Partners working together to raise people's aspirations and ambitions.

**2. People in their neighbourhoods have mutual respect and understanding of each other** – A significant barrier to community cohesion is poor knowledge and understanding of one another and of different ways of life, which can lead to prejudice and discrimination. We need to build trust, understanding and appreciation of different ways of life between people, organisations, and communities. This will enable them to focus on what they have in common, whilst valuing diversity but also to work together. We will do this by:

- Bonding, Bridging and Linking activities, i.e.
  - Bonding activities which include capacity building and empowerment work within smaller groups drawn from communities of identity, interest or geography to enable them to fully participate in bridging and linking.
  - Bridging activities include cross-cutting community work that brings together different groups and networks to mutual benefit and the promotion of community organised fun days, clean ups, festivals, and joint sports activities which provide opportunities to reinforce mutual understandings.
  - Linking activities will provide opportunities for influencing decision-making that enable local people to participate together in existing structures as stakeholders in the town.

**3. People are able to participate in civic life** - Citizen engagement is at the heart of government proposals for the future of local government. These proposals seek to develop the role of councils and elected members in leading the community and aim to empower people to get actively involved in their neighbourhoods and local decision-making. We will do this by:

- Promoting the Citizenship agenda in the Borough

- Increasing local residents' understanding of their civic responsibilities
- Ensuring that local people understand the facts about access to all services and theirs and others rights
- Supporting residents to make their voice heard
- Developing provisions for young people and a culture of participation
- Encouraging participation in the democratic process.

## Resources and contributions

### Thematic Partnership

The LSP's Community Cohesion Steering Group will oversee delivery of the Community Cohesion Framework and Action Plan. Membership is made up of LSP nominated representatives, voluntary and community representatives, public sector agencies and Council officers. The first two years of implementation will focus on the role and activities of the Council in leading the agenda for Hastings and St Leonards.

Examples of contributions made by other partners include:

**Business** Many businesses have been keen to improve the cultural offer of the town and support initiatives' such as the St Leonards Festival, Sea Food and Wine Festival, Coastal Currents, street markets, and other free and open events. Through this process, and businesses involvement in offering opportunities to tackle worklessness in the town, many are becoming involved in addressing the cohesion agenda.

**Third Sector** The volunteering infrastructure, many community engagement structures and opportunities, and a significant part of the Community Cohesion Action Plan is being delivered by Third Sector. The Borough Council seeks to encourage community involvement in developing the spatial plan for the town, so local people can influence how the area they live in, and the town as a whole, develops over the next 15 years.

**Public Sector** The Borough Council has been awarded government grant funding specifically to address community cohesion issues. This is one part of the Area Based Grants programme. The Supporting People programme and partnership has enabled partners to increase the availability of housing support for vulnerable people through a new floating support service. The service provided will include support for people to develop social skills to promote social inclusion; learn how to access and contribute to local community initiatives; know about and find services to access cultural specific support services; understand behaviour management techniques to support social inclusion and healthy communities.

### Key measures of success

#### 4. Young People

##### Targets/Milestones:

2010/11 Milestone: 2009/10 Baseline year to id appropriate question in annual Tell Us Survey)

2012/13 Target: TBC

**Co-ordination by:** Learning and Skills Partnership

#### 10. Increase the % of people who feel those from different backgrounds get on well together

##### Targets/Milestones:

2010/11 Milestone: 71.1%

2012/13 Target: TBC

**Co-ordination by** Hastings Borough Council

### 11. Active Voluntary & Community Sector

A thriving Third Sector:

- 1) the no. of volunteering hours;
- 2) the contribution the third sector makes to regeneration via provision of jobs in the sector – with information available about the ratio between these two (no. of jobs: volunteers) and the gearing of jobs between infrastructure and delivery
- 3) the total turnover of the sector (Total by funding sources).

**Target/Milestones:**

2010/11 Milestone: Improve on the 2008 baseline by 3%

2012/13 Target: Improve on the 2008 baseline by 5%

**Co-ordination by:** Hastings Voluntary Action

### 12. Increase % of people who feel they can influence local decision-making

**Target/Milestones:**

2010/11 Milestone: 27%

2012/13 Target: 29%

**Co-ordination by:** Hastings Borough Council

#### How we'll monitor success

The Community Cohesion Steering Group will report on implementation of the Community Cohesion Framework.

The Place Survey will continue to measure local people's perception – the next survey is due to be undertaken in 2010/11.

Joint CVS will be undertaking an Economic Value Assessment of the Voluntary and Community Sector across East Sussex – to be published in 2010/11.

Local Area Agreement – we are also working with partners across East Sussex to achieve County-wide targets set out in the Local Area Agreement 2008

– 2011 and the shared priorities in the East Sussex Integrated Sustainable Community Strategy – Pride of Place

## 6. A Town with a Decent Home for Everyone

### The Story so far

Since 2003 we have been working hard with our partners to turn our vision of a decent home for everyone into reality. Whilst we have not yet realised our aim in full, we can demonstrate that real progress has been made. Many of the key housing issues that were prevalent in 2003 remain priorities for action in 2009 and beyond. It is also the case that whilst key successes have been achieved in some areas, new challenges have also emerged.

Over the last 6 years we have been fortunate in capturing and harnessing significant levels of public and private investment in housing and regeneration that have made a real difference to people's lives. Examples include, over £7m of funding from the Regional Housing Board for private sector renewal between 2006 and 2011, and significant investment from the Housing Corporation (now Homes and Communities Agency) for affordable housing. Without this investment, the wellbeing and quality of life of our neighbourhoods and communities would undoubtedly have suffered.

In 2003 the level of unfit private sector housing was one of the highest in the South East region. Since then we have almost halved the problem, the 2007 Private Sector House Condition Survey demonstrated that levels of unfitness and the energy efficiency of private homes has significantly improved, and is now in line with the national average, we have therefore achieved our original target of removing the gap between Hastings and the national average.

As a result of our effective prevention programme significant progress has been made in reducing homelessness within the town, by the end of 2008/09 homelessness acceptances had fallen from 439 in 2003/04 to 68 in 2008/09. In addition there was a further significant reduction in the use of temporary accommodation – 60% less households needed to use temporary accommodation than in 2006/07.

The introduction of Choice Based lettings through the Sussex Homemove Scheme has provided applicants with more choice in where they want to live, whilst also reducing the period in which properties are empty.

Despite progress over the last six years, the very worst housing conditions and some of the highest levels of deprivation remain concentrated within private sector housing in the town centres of Hastings and St Leonards. High levels of deprivation are also a feature in parts of the social rented sector across the town. Registered Social Landlord (Housing Associations) partners are continuing to explore ways in which tenants can better access education and skills training locally.

House prices in Hastings remain below the regional average and the virtual collapse of the housing and house building market in 2008 has resulted in falling house prices after a period of sustained growth. Despite this, affordability remains a key issue with average incomes also lagging behind the regional average. The impact of unemployment rises, increases in the cost of living and access to borrowing is exacerbating the problem.

### Focussing on People and Places

#### People:

- Homelessness remains a key concern, particularly so amongst the young, with 16/17 year olds making up 14% of all homelessness acceptances against a national average of under 9%. 18-24 year olds make up over 24% of all homelessness acceptances. A county wide Youth Homelessness Strategy is being adopted in 2009 and our borough-wide Hastings Homelessness Strategy 2008-13 sets out our key local aims and actions for preventing homelessness. It includes a range of performance measures.
- Hastings has an ageing population with the number of people aged 65+ due to increase by nearly 7,000 between 2001 and 2026 – this has significant implications for housing provision and support services
- Although current population projections suggest the number of people living in Hastings will not change significantly by 2026, it is expected that the number of households will increase as more households form in smaller families, thereby increasing further demand for housing
- Housing and homelessness applications are currently representative of the ethnic makeup of the community, 6% of vacancies advertised through Sussex Homemove were secured by Black and Minority Ethnic households.

- Children living in poor quality or unstable homes can suffer behavioural disturbance; higher levels of illness and infection; higher levels of accidental injury; delayed development; poor sleep and are twice as likely to be admitted to hospital as children in settled good quality housing.
- In 2008 the average household income in Hastings was 22% lower than the South East and 10% lower than East Sussex. In 2008 a first time buyer would need a sizable deposit and over 5 and a half times their income to purchase an average 3 bedroom house.

#### Places:

- Nearly 25% of homes in the Borough are privately rented – twice the national average. A good number of these are Houses in Multiple Occupation (HMO's) and non-decent homes located in the town centres.
- Although Central St Leonards remains a particularly deprived area, there has been substantial improvement since the Renewal Area was declared in 2003. The significant level of investment is making a difference, and the Borough Council will continue to prioritise the area for housing investment to widen the range of housing available. Work is focused on increasing the amount of social rented housing and owner occupation and addressing poor housing conditions.

#### Progress against the 21 Key Targets

In 2003 we set ourselves the following targets for a Town with a Decent Home for Everyone:

**No.16a.** Build 3,300 new homes by 2013

Progress: By 2008/09 we had achieved 1495 new homes (105 short of our 1,600 milestone target for 2008/09)

**No.16b.** Ensure 60% of new homes are built on previously developed (brownfield) land

Progress: By 2008/09 we exceeded our target by building 91% on previously developed land

**No. 16c.** Ensure 25% of new homes are built as affordable homes for young people and others in need

Progress: By 2008/09, of the 1495 new homes built 28% were affordable (422)

**No.17.** Ensure that 1000 more properties (200 per year) are brought up the decent homes standard, ensuring that category 1 hazards are minimised. (Our milestone target of 500 p.a. by 2008/09 was set in 2007 after we completed the second town-wide House Condition Survey)

Progress: In 2008/09 we exceeded our target by improving 520 properties

**No.18a.** To achieve a 50% reduction in the numbers accepted as homeless per 1000 households by 2010 (2004/05 baseline 9.2 acceptances per 1000 population)

Progress: By 2008/09 there were 1.7 homelessness acceptances per 1000, we have therefore exceeded the 2010 target

**No.18b.** To achieve a 50% reduction in the numbers households in temporary accommodation by 2010 (2004/05 baseline of 213 households)

Progress: By 2008/09 there were 80 households in temporary accommodation, we have therefore exceeded the 2010 target.

#### Our Long Term Vision for a Town with a Decent Home for Everyone

Hastings and St Leonards is a place where:

- A wide range of decent housing is available to meet all tastes and requirements
- New homes are well constructed using sustainable materials, renewable energy and following energy and waste efficiency and safety principles.
- Older housing has been sensitively improved, restored and modernised in terms of its facilities and energy efficiency.
- New housing exhibits the very best in design and innovation and is attracting many new people to the area in search of the employment opportunities on offer.
- All sections of our community, in all housing tenures, enjoy safe, desirable, affordable and accessible housing that is appropriate for their needs and aspirations.



- Younger people, older people, families and those who are physically or socially disadvantaged are making a full contribution to their neighbourhood and the wider Hastings community and economy - they are part of a regeneration success story that has made Hastings one of the most desirable coastal locations in the country in which to live.

#### **Influences and Impacts:**

- It is likely that a significantly lower level of investment in existing private sector homes will lead to worsening house conditions and an increase in the number of empty homes locally. Fuel poverty may also increase for those who are housed but on limited incomes. The Council will be monitoring the impact of the recession on its housing policies over the next 12 months and will review or amend them accordingly.
- New student population – the increasing popularity of current University Centre Hastings courses is attracting both attracting European Union and national students. Although the current demand for student accommodation is not high, it is possible that this could increase over the next 2-3 years as recruitment of new students' increases.
- There is a shortage of land available for residential development within the town. Outward expansion is limited by protected landscape and countryside. We are making best use of previously developed land in the urban areas and are also working closely with our neighbours in Rother District Council to make sure the communities of both Hastings and Bexhill benefit from the regeneration of the two towns.
- Although the Council can influence the number of affordable homes delivered through the planning system, it cannot control the overall output of affordable housing. The number of affordable homes provided over the coming years, will be affected by the significantly reduced level of market housing development taking place. We therefore need to also find ways of making the existing housing stock more affordable.

We are also working with partners across East Sussex to address areas of shared priority identified through Pride of Place. In terms of a Town with a Decent Home for Everyone these shared priorities include: increasing the supply of homes and diversify the supply of affordable homes, housing and tenures; developing high quality, modern and efficient health, social care and housing support services for older people; minimising homelessness, especially hidden and youth homelessness; improving the quality of existing homes and help bring empty homes back into use to help people in housing need; increasing energy and water efficiency of new and existing homes; planning infrastructure needs alongside housing developments; extending the number and range of people receiving housing-related support, and enabling new sites to meet the needs of Gypsies and Travellers.

#### **What we need to achieve in the medium term (3 – 5 years)**

A decent home is the foundation for decent quality of life. Our challenges remain to match housing need and supply, improve support for vulnerable households, to prevent and minimise the time people remain homeless. We are committed to delivering improvements to poor living and environmental conditions, to achieve a more effective and lasting use of existing buildings and to deliver affordable housing solutions (within the social and private sectors) that provide a degree of choice for people in housing need. This will help to create stronger, more sustainable communities, with increased personal and family security, community cohesion and an improved quality of life. The (currently draft) Hastings and St Leonards Housing Strategy\* sets out in detail what we need to achieve under the 5 strategic priorities which were identified after consultation with local people:

- 1. Meet housing need – by preventing homelessness and delivering new and affordable homes –** We will do this through improving access to all tenures of housing and delivering additional affordable housing to meet local housing need:
  - By extending choice and providing an effective and wide ranging housing options service, thereby enabling people to access suitable housing appropriate for their needs.
  - Through joint work with Children's Services to prevent young people becoming homeless.
  - By meeting local targets for developing new homes in accordance with the South East Plan and LAA targets; ensuring new affordable homes are built and that a range of new homes are available to attract new residents into Hastings and St Leonards.
  - By obtaining the maximum number of affordable homes possible through the planning system and working with East Sussex County Council to deliver new extra care accommodation for vulnerable groups

**2. Improve Health and Support for Independent Living** – We will work with partners county-wide to make best use of the resources available to support vulnerable people by re-commissioning existing housing support services. We will seek to further extend housing and housing support services for a range of vulnerable people, including older people, victims of domestic violence and people with disabilities. We will also work with the Primary Care Trust to reduce the number of falls in the home and cold related illness.

**3. Improve and make the best use of the existing housing stock** - We will do this through a combination of improving the quality of existing housing stock across the town, (particularly in Central St Leonards and Hastings town centre) through advice, accreditation, financial assistance and enforcement; preventing properties from becoming long-term empty; encouraging the re-use of empty property and improving energy efficiency in the private sector. We will also make maximum and efficient use of social rented housing, minimise re-let times and involve service users in shaping housing services that affect their lives.

**4. Promote Economic and Social Inclusion** - We will do this through a combination of continuing to promote equalities in line with legislation and guidance; encouraging community cohesion and tackling deprivation.

**5. Plan for the future** - We will do this through the Local Development Framework by assessing and planning for housing need across all tenures, identifying a fifteen year supply of housing land, and ensuring a five year supply is available at all times. Our planning will ensure enough land is allocated in the right locations to provide for future housing needs, that higher density developments are located in areas with good transport access, and we will make best use of previously developed land in the urban area before considering green field sites for housing development. Our Affordable Housing policy will be based on robust evidence from our housing needs survey, a housing market assessment and a viability study. We will encourage the construction of environmentally sustainable housing designed to a high standard. Accessibility and sustainability requirements need to be embedded in our building and planning policies which encourage a sensible approach to using resources for building and living.

## Resources and contributions

### Thematic Partnership –

The Hastings Housing Partnership (HHP) oversees development and delivery of the Housing Strategy. Membership of the HHP is drawn from the Borough Council, East Sussex County Council, neighbourhood (resident and tenant) representatives, housing associations, specialist supported housing providers, the Primary Care Trust, the voluntary sector, local estate or managing agents, private sector landlords, private developers and the Housing Corporation.

Examples of contributions made by other partners include:

Business	Private Sector Landlord, House Builders & Developers are key to the delivery of both new housing and the improvement of existing homes
Third Sector	A wide range of voluntary agencies across the town play role in providing housing related advice and support and preventing homelessness. From detailed legal advice for those threatened with homelessness from SHELTER or help with furniture via the Furniture Service the Voluntary Sector play its role in this field. It actively supports those who are most vulnerable enabling those with additional needs to hold down accommodation. A collaboration between the Seaview Project and St John's ambulance ensure that homeless people can access medical services and support they need.
Public Sector	Registered Social Landlords (Housing Associations) both develop and manage affordable housing locally. They are key agents in delivery of the housing targets. The Supporting People Team, Adult & Children's Services, Health and related services, all contribute towards meeting our aims of improving access to housing and supporting independent living. The County Council has worked closely with partners to increase the availability of housing support for vulnerable people through a new floating support service. The service provided will include support for people learn how to budget and pay bills; learn how to fill in forms

and deal with authorities; understand rights and responsibilities; learn how to access emergency support in a crisis; and learn how to find accommodation or a more suitable home including how to bid for a home under choice based lettings.

### Key measures of success

#### 16. Meet Housing Needs

##### Target/Milestones:

##### 16 a) New Homes

2010/11 Milestone: 210 per annum

2012/13 Target: 210 per annum

##### 16 b) New homes on previously developed land (brownfield)

2010/11 Milestone: 60%

2012/13 Target: 60%

##### 16 c) Affordable Homes – ensure 25% of new homes built as affordable homes for young people and people in need

2010/11 Milestone: 70 pa

2012/13 Target: 70 pa

**Co-ordination by:** Hastings Housing Partnership

#### 17. Improve Housing Conditions

Number of properties p.a. brought up the decent homes standard, ensuring that category1 hazards are minimised

##### Target/Milestones:

2010/11 Milestone: 500 properties p.a.

2012/13 Target 500 properties p.a.

**Co-ordination by:** Hastings Housing Partnership

#### 18. Reduce Homelessness

##### Target/Milestones:

18a. Achieve 50% reduction in numbers accepted as homeless per 1000 households by 2010 and maintain progress to 2013 (*Baseline year 2004: 9.2 homelessness acceptances*)

2010/11 Milestone: 1.8 acceptances per 1000

2012/13 Target: 1.8 acceptances per 1000

18b. Achieve 50% reduction in the numbers of households in temporary accommodation by 2010 and continue reducing usage to 2013 (*Baseline 2004: 203 households in TA*)

2010/11 Milestone: 82 households

2012/13 Target: 80 households

**Co-ordination by:** Hastings Housing Partnership

#### How we'll monitor our progress

By monitoring implementation of the Hastings and St Leonards Housing Strategy 2009 – 2013, reporting of relevant National Indicators and progress against our Local Development Framework objectives

The Place Survey will continue to measure local people's perception – the next survey is due to be undertaken in 2010/11

Local Area Agreement – we are also working with partners across East Sussex to achieve County-wide targets set out in the Local Area Agreement 2008 – 2011 and the shared priorities in the East Sussex Integrated Sustainable Community Strategy – Pride of Place

## 7. A Town That's Good to Live in

### The Story so far

What makes Hastings, one of the most famous seaside towns in Britain a good place to live? Perceptions of our town as a place to live are often very varied, sometimes contradictory, and reflect the contrasting lifestyles and backgrounds of the local people. The 2008 Place Survey told us that 75% of people are satisfied with their local area as a place to live, and the things they feel are most important in making somewhere a good place to live are: the level of crime; clean streets; health services; affordable decent housing; job prospects; education provision; parks and open spaces; shopping facilities and activities for teenagers.

Many of these issues are addressed elsewhere in this strategy – this chapter focuses on how we promote a sense of place, cultural opportunities and wellbeing for the people who live, work, study and visit Hastings and St Leonards. This includes: the local environment where people live; the transport and communications infrastructure that help us get around and connect with other places; the built environment and public realm; and the facilities and spaces that enable people to enjoy culture, leisure and play time.

**Local Environment** – We have continued to improve the quality of the local environment by taking enforcement action to combat enviro-crime such as noise nuisance, littering, dog fouling and fly-tipping. We have removed over 6,000 untaxed and abandoned cars from our streets since 2003, and street cleansing performance has been substantially improved. Air quality is an important issue as various pollutants in the atmosphere, can have adverse effects on the health of people, buildings and ecosystems. The quality of air across most of Hastings reaches the national standard. Improvements have also been made to the air quality on Bexhill Road following declaration of a Quality Management Area (AQMA) and efforts to address a key contributor to poor air quality - particulates from dirty lorries using the landfill site.

**Transport and Communications** - There have been improvements to the Hastings-Ashford rail services and feasibility work has identified ways of upgrading the line. Elsewhere, the towns' railway links have been a particular focus with improvements to the train timetable between London and Hastings, and Brighton and Ashford. New modern trains have been introduced to all routes. We've seen a £9m investment in the new Hastings station which opened in October 2004, the refurbishment of St Leonards Warrior Square Station and there are proposed improvements to Ore Station.

There have been improvements to bus services in the town, work with the Quality Bus Partnership has seen an improved fleet, dropped kerbs to allow easier access onto buses, the Arrows bus routes operating between Hollington, St Leonard's, Ore and the town centre every 10 minutes and the new "Wave" coastal routes operating between Hastings and Dover via Rye and Folkestone. Bus passenger usage has continued to increase and has seen larger numbers of people aged over 60 using the buses with the introduction of free bus passes.

We have been successful in securing Lottery funding bid from Connect2, a national project of 79 local schemes to fund the Hastings – Bexhill Coastal Connection project providing a new cycle and pedestrian link along the beach between Bexhill and Hastings, the scheme is expected to be in place within 5 years.

The Bexhill-Hastings Link Road is considered to be crucial to opening up housing and employment site opportunities, as well as to alleviate the existing over-loaded A259 coastal road. Planning consent has been given and the Government has confirmed the funding. Construction is expected to start in 2010 and complete two years later. The Highways Agency is also working on the Baldslow link between the Link Road and the A21 with an anticipated start in late 2012. Some improvements have also been made to the A21 connecting Hastings to London. The Lamberhurst by-pass opened in spring 2005 and four additional improvement schemes totalling a potential £250m are in the pipeline.

In the early days before broadband Internet links became common-place, the South East England Development Agency (SEEDA) helped bring the technology to businesses in the area by providing £300,000 of grants for the satellite receivers needed at the time. The early take-up that resulted in encouraged BT to bring full broadband services to Hastings earlier than planned. The Broadband Centre opened in 2004 to give free advice to local companies and entrepreneurs on using the internet, and in 2006 this evolved into the eBiz Centre which focused on helping businesses find their way in

the world of ecommerce and offering one-to-one advice, workshops and seminars. We need to ensure we keep up with improving technology and the next generation broadband speeds

**Culture, Leisure, Sport and Play** – We recognise and celebrate the benefits that everyone can gain from taking part in cultural activities, in terms of improving quality of life; offering opportunities for all sections of our local community to come together; offering a route for people to reach their potential, and as an effective means of engaging people from disadvantaged communities. We host a wide range of nationally and internationally recognised festivals including The Jack in the Green, St Leonards Festival, Coastal Currents, and the Seafood and Wine Festival which attract large numbers of visitors to the town. We have a thriving artistic community that contributes to our local economy. Our Museum and Art Gallery has been extensively redeveloped to improve access and enhance our educational and community work. It contains a rich mixture of displays relating to local themes and the culture of other lands. Our historic sites, museums, dramatic coastline, inspirational events and vibrant community life all contribute to Hastings unique sense of place.

A regular programme of activities is provided for children and young people including Play Days in the Park, and neighbourhood play sessions to reinforce the importance of learning through play and the need for children to have safe places to play in their community. The town has received Lottery funding to support and enhance children's and young people's access to play opportunities, and this will be invested in play grounds in the coming years. The Active Hastings programme has encouraged local people to try out new sports and take part in regular exercise. The programme has also helped to develop volunteering opportunities, cultural understanding, social networks, community spirit, pride and sense of belonging. We have also invested in infrastructure to support local sports and recreation activities e.g. Multi Purpose Community Games Areas. Our schools continue to play a significant role in promoting and providing opportunities for sport and physical activity – and one of our secondary schools (William Parker) is a specialist Sports College that exhibits a high degree of commitment to sport both within and outside the curriculum. The internationally renowned Hastings Half Marathon continues to attract thousands of people every year, and the proposed £4.2 million MyPlace project will develop a 'world class' youth led arts and cultural facility in the town centre by 2011.

The Creative Media Centre opened in 2006 to support companies in the creative and media sectors by providing affordable office suites, desk space and business support services for small and new businesses and freelancers working locally in the creative industries sector. The Hastings University Centre contains a new Broadcast Media Centre and offers a broadcast degree designed to support firms in the Creative Media Centre.

**Parks and Open Spaces** – Our parks and open spaces are well maintained and have high levels of public satisfaction (79% in 2008 Place Survey). We have worked hard to continue to achieve Green Flag awards for Alexandra Park and the Hastings Country Park Nature Reserve, on top of this, Alexandra Park was also given a Green Heritage Award for the third year running. The heritage awards are presented to historic parks that have been well restored and managed, and Alexandra Park scored top marks in this category and also won the 'best park in the South East' in the Britain's Best Parks 2007. Pelham Beach was one of only 72 beaches across the country to be awarded 'The Quality Coast Award' by the group behind the seaside Blue Flag scheme. We have an active Parks Ranger Service dedicated to ensuring the parks are kept to the highest standard who ensure local communities feel safe using their local parks and open spaces.

**Built environment and public realm** - We have taken a pro-active role in protecting our built heritage and have had a targeted programme of repairs and restoration for our historic buildings funded by The Heritage Lottery Funding and European Funding and others. In addition we have tackled derelict and neglected properties through our Grot Buster initiative, bringing over 442 properties back into their formal splendour since the scheme began. Public art plays a role in enhancing the quality of the environment and contributing to a sense of place and identity. We have invested in a range of public art installations in the town including Summerfield's ponds, Halton estate, the glass wall of the Marina pavilion, the Marina lighting columns, the George Street lazer lighting scheme and the lighting of many iconic buildings and architectural features in the town.

## Focussing on People and Places

### People

- Our cultural regeneration focus will see a cultural engagement and outreach programme developed, building on neighbourhood activities and the interests of local people, to enable them to take part in the town's cultural activities and the development of the Jerwood Gallery and the new public space and community facilities on the Stade, including opportunities for local groups and organisations to show case their talent to a wider audience.

### Places

- During the coming years the cultural landscape of the town centre will begin to change with the development of the Jerwood Gallery, a new public space in the old town,
- Also expected is the MyPlace youth designed and run facility at St Marys in the Castle and the new library, both in the town centre. This will complement the new college development on station plaza.
- The trail blazing £800,000 adventure play site in the Ore Valley
- Our Parks will continue to seek accreditation and recognition for their good management and provision under the Green Flag awards schemes.
- The new Countryside Park planned for on the western boundaries of the Borough upon the closure of the local landfill site will provide access to a whole new range of walking, cycling opportunities as well as access to an expansive open space for a diverse range of local communities.
- Planned improvements to Ore station will open up public transport opportunities to the new college development on the Ore Valley and local residents.

### Progress against the 21 Key Targets

In 2003 we set ourselves the following targets for a Town that's Good to Live in:

**No. 2.** Increase the % of local people satisfied with their neighbourhood as a place to live to 85% by 2013.

Progress: In 2008/09 75% of local people surveyed said they were satisfied with their neighbourhood, against our milestone of 78%

**No. 19.** Increase the total number of bus passenger journeys by 20% by 2013 compared with 2001 levels

Progress: By 2008/09 the total number of bus passenger journeys had reached 4.4m, an increase of 26.2%

**No. 20.** Increase % of households within 300m of an accessible open space that meets the Council's quality standard.

Progress: By 2009/09 71% of households were within 300 meters of a multifunctional green space which meet the Councils' quality standard, this narrowly missed our milestone of 72%

**No. 21a.** Increase % streets which are clean.

Progress: By 2008/09 96% of our streets were clean, as defined by the Government's National Indicator, we exceeded our target of 79%

## Our Long Term Vision for a Town that's Good to Live

Hastings and St Leonards is a place where:

- There is a shared sense that Hastings and St Leonards is a place where people want to live, work, visit and raise a family
- Everyone can enjoy a good quality of life and has opportunities to make the most of our heritage, natural and cultural assets, events and festivals.
- Our neighbourhoods are safe, clean, attractive, well connected, are well designed and built, have a quality public realm and are in close proximity to services and facilities
- Local people are very satisfied with their neighbourhood and take pride in their town and the area where they live
- Our integrated sustainable transport system offers a range of safe, efficient, sustainable ways of travelling into and around the town
- Our communication infrastructure and broadband connectivity speeds are amongst the best in the region

**Influences/ impacts**

- Government's intention to provide the opportunity for all children 0-19 years to "find their talent" through the provision of 5 hours of high quality cultural activity/PE and sport.
- The Council's Parks and Open Spaces Strategy provides the framework for future open space and play provision in the town – this recognises that the quality of parks and open spaces in an area enhances the quality of life of local people.
- Many people and businesses prefer to relocate to areas where there are high quality open spaces and a natural environment and house prices are significantly higher adjacent to parks.
- Parks and open spaces play a significant role in positively addressing physical and mental health, as well as providing areas where children play, learn and develop social skills.
- The Jerwood Gallery and Stade improvements are expected to act as catalyst for cultural regeneration
- Government Broadband targets
- Our seaside location, wooded valleys, varied wildlife, attractive Victorian housing and surrounding Wealden countryside all contribute to the special character of Hastings. Our challenge is to conserve and enhance the best of this through policies in the Local Development Framework and at the same time enable high quality development to meet future needs.
- Efficient, safe and reliable transport systems and good accessibility are essential for Hastings. Transport has an impact on every aspect of life in the town, as it allows people to easily access jobs, schools, shops, services, cultural activities and impacts on well being and quality of life. The quality of transport connections between Hastings and other parts of South East England affects both the ability of local people to make work and leisure related journeys, and the ability of people from elsewhere to access Hastings. Poor transport networks have contributed to economic isolation and decline.
- The way we choose to travel around Hastings has many consequences. These can be good or bad, can affect the economy and environment. It is important that we keep people moving through the town in ways that are reliable, safe, affordable and sustainable. Our plans for new housing developments and the regeneration of our town centres will provide and promote the use of public transport, cycling and walking.
- Over 30% of Hastings households do not have access to a car or van, so the quality of public transport now and in the future will have a major impact on the ease with which people travel and their work-life balance.
- Good quality, accessible safe walkable neighbourhoods encourage daily physical activity such as walking and cycling; helps to combat the health impacts of sedentary lifestyles especially in relation to obesity and cardiovascular disease.
- Green spaces are important for health – they allow for contact with nature, are beneficial to mental health and help improve behaviour and attention in children, improve air quality, help reduce heat stress and encourage people to be physically active.

We are also working with partners across East Sussex to address areas of shared priority identified through Pride of Place. In terms of a Town that's Good to Live in these shared priorities include: implementing the Bexhill to Hastings Link Road ; increasing sustainable travel choices, improving public transport and reduce the need to travel by car; improving road safety; minimise negative impacts on the environment and improve air quality; reduce the number of children, young people and adults of all ages who are socially excluded by improving access to jobs, education, learning, health and other services through affordable transport and technology related solutions including next generation broadband, and improve the maintenance and management of our transport network; encouraging participation in cultural, sporting and leisure activities amongst people of all ages and tackle the barriers of access and affordability, particularly in areas where active recreation and sports participation is low; providing life-long learning opportunities in arts, culture and sports; promote the health and social benefits of an active life; developing support for cultural, sports and leisure based businesses; conserving the natural and built heritage; promoting East Sussex as a place where the arts, culture, sports and play are valued and can be enjoyed; facilitating sustainable employment opportunities for professional artists, performers, sportspeople and others involved in the creative, sports and leisure industries and promoting volunteering in the arts, culture, sports and leisure.

**What we need to achieve in the medium term (3 – 5 years)**

We will focus on shaping communities and creating a sense of place that makes Hastings and St Leonards the place of choice for people to live, work, study and visit. We will do this by:

- **Parks and Open Spaces** - Protecting the best of our natural environment and providing everyone with access to well-maintained open space including parks, beaches, local nature reserves and play areas. Through effective management we will meet our Key Target for providing accessible and good quality open spaces around the town and in the Hastings Country Park Nature Reserve. Continuing to develop the Pebsham Countryside Park with our partners Rother District and East Sussex County Council. Supporting the Friends Groups that are associated with all our major Parks and Local Nature Reserves as a means of encouraging a sense of place and ownership within local communities.
- **Play, Sport and Leisure** - Completing the Playground refurbishments and adventure playground funded from the Play Pathfinder programme and Make Way for Play and delivering a new Skate Park. Continue to provide and improve our leisure facilities, maximising on the opportunities offered by the 2012 Olympics. Encouraging more people, young and old to take part in physical and cultural activities that promote their well being.
- **Transport and Communications** – Working hard with our partners to improve the transport infrastructure to provide safer, affordable, effective and accessible integrated transport networks that meet the needs of both residents and the Hastings economy. Focussing on improving the towns' physical and virtual links to the rest of the south east and beyond. Working with transport agencies to achieve better road and rail links, as well as improving ways to get around town by bus, cycle and on foot, e.g. the new Link Road will enable improvements to local transport by diverting capacity from Bexhill Road.  
Working with partners to gain access to advanced 'ICT' to improve business efficiency and reach new markets, ensuring that local communities and businesses have the same quality of broadband and wireless communications) as elsewhere in the South East.  
Supporting employers to develop work place travel plans to encourage their staff to change their travel habits to more sustainable modes or reduce their need to travel.  
Requiring all major new development schemes to identify and promote sustainable alternatives to car use including walking, cycling and public transport. Working with Sustrans to deliver construction of a dedicated 5km footway/cycle route between Hastings and Bexhill.
- **Vibrant Culture** – Maximising the regeneration potential of arts and culture, including Jerwood as a catalyst. Continuing to encourage creative expression and talent – supporting and promoting the culture sectors contribution to Hastings economy. Working with the County Council to deliver its £6.2m investment in a new town centre library and with Hastings Trust to deliver the £4.2 million MyPlace will develop a 'world class' youth led arts and cultural facility in the town centre.
- **Built environment and public realm** – we are passionate about shaping communities and creating a sense of place that reflects not only our extraordinary heritage, but also our ambitious vision for the future. Promoting, enhancing and managing the town's unique cultural heritage and historic buildings making best use of the town's individual character and environment, to contribute to economic regeneration. Improving the town's physical appearance, focussing on the public realm and its image. Continuing to support local residents and businesses to repair and restore our historic environment with grant support and advice.
- **Local environment** - Maintaining and improving the quality of the environment in local neighbourhoods through effective front line enforcement services using powers under the Clean Neighbourhoods and Environment Act. Addressing air quality where it falls below national standards.

## Resources and contributions

### Thematic Partnership

Examples of contributions made by other partners include:

**Business** Many businesses have been keen to improve the cultural offer of the town and support initiatives' such as the St Leonards Festival, Sea Food and Wine Festival, Coastal Currents, street markets, and other free and open event such as open studios in the Old Town. Other local businesses work to maintain the heritage of the town and surrounding 1066 area providing unique building restoration services. The Creative Media Centre has over 30 businesses working in the creative industries locally.



**Third Sector** The voluntary and community sector provide a huge range of services and activities across the town that all contribute to the town's sense of place and our well-being including Scouts and brownies, sports clubs, Catch the Hat, BTCV, the Jack in the Green Festival, Beatles Day, Age Concern, Hastings Voluntary Action. Volunteers support the upkeep of our Country Park and help increase access to play and leisure facilities. Unique events like the Hastings marathon have become nationally renowned attracting serious runners and raising enormous sums for local causes.

**Public Sector** Secured funding in recognition of importance of sports, arts and cultural activities e.g. coastal currents, Active Hastings, manage museums and art gallery and activities cultural engagement and work with schools. Place shaping policies in the Local Development Framework which aim to improve and protect infrastructure and facilities. The County Council, as the Highways Authority, supports partners for example by leading and submitting funding bids such as the Connect 2 lottery bid, coordinating planning, promoting major infrastructure requirements and delivering infrastructure developments such as the Link Road. ESCC also assists with the development of bids to external sources of funding for the arts and culture.

### Key measures of success

#### 2. Satisfaction with the local area (15 – 20 minutes walk from home)

##### Targets/Milestones:

2010/11 Milestone: 80% (National Average as measured by Place Survey)  
2012/13 Target: 84% (East Sussex average, as measured by Place Survey)

**Co-ordination by:** Hastings Borough Council

#### 19. Increase Bus Travel

##### Target/Milestones:

2010/11 Milestone: To follow March 2010  
2012/13 Target: To follow March 2010

**Co-ordination by:** TBC (HBC/ESCC & Quality Bus Partnership active partners)

#### 20. Increase Access to Quality Open Space

Increase the percentage of households within 300 meters of a multifunctional green space/play area which meet the Council's quality standard in all relevant respects by not less than 2% in each of the next five years and to at least 82% by 2013 (2005/06 baseline of 60%)

##### Target/Milestones:

2010/11 Milestone: 76%  
2012/13 Target: 82%

**Co-ordination by:** Hastings Borough Council

#### 21b Increase Levels of Street Cleanliness

##### Target/Milestones:

2010/11 Milestone: 10% (i.e. 90% clean)  
2012/13 Target: 8%

**Co-ordination by:** Hastings Borough Council

*NI 195a and b defines this as 'the percentage of relevant land and highways that is assessed as having deposits of litter and detritus that fall below an acceptable level'.*

### **23 Cultural Regeneration**

#### **Targets/Milestones:**

2010/11 Milestone: Target to be identified during development of Cultural Strategy during 2009/10

2013/14 Target: TBC

**Co-ordination by:** Hastings Borough Council

#### **How we will monitor progress**

By reporting on the relevant national indicators. Monitoring progress against our Local Development Framework objectives.

The Place Survey will continue to measure local people's perception – the next survey is due to be undertaken in 2010/11.

Local Area Agreement – we are also working with partners across East Sussex to achieve County-wide targets set out in the Local Area Agreement 2008

– 2011 and the shared priorities in the East Sussex Integrated Sustainable Community Strategy – Pride of Place

## 8. A Town Where We Protect Our Environment and Respond to the Challenges of Climate Change

### The Story so far

Hastings has an incredibly diverse and unique natural environment and biodiversity which we work hard to maintain and protect for its own sake and for the benefit of all.

Our natural spaces support our natural heritage and biodiversity. Biodiversity touches and influences all aspects of the quality of our lives, from the common birds and animals that visit our garden to the rare and endangered plants and animals we may never have seen or know about. Hastings has over 30 sites of ecological importance (including 7 local nature reserves, 32 Sites of Nature Conservation Interest and 3 Sites of Special scientific Interest) and 13km of beautiful coastline and beaches.

Hastings Country Park Nature Reserve was the largest LNR to be declared in England in the last 20 years. We successfully integrated the adjacent farmland with the Country Park and SSSI to provide a natural asset of the very highest quality. This now attracts annual financial support from Government and is the largest managed open spaces in the town, supporting more species and a greater variety of habitats than any other area.

We continue to have one of Europe's largest beach launched fishing fleet and pride ourselves on our Marine Stewardship Council accredited fisheries for Hastings mackerel, Dover Sole and Herring. Our bathing water consistently meets the quality standards of the Bathing Water Directive.

Access to locally grown food contributes to improving our health, supports the local economy and reduces our impact on the environment. The town has fourteen active allotment sites, a fortnightly local farmers market and a Community Fruit and Vegetable Project all of which contribute to enabling us all to access locally grown fruit and vegetables.

Waste is produced by every process in life – both natural and human, and the way that we manage our waste can greatly affect the environment in which we live. Hastings households produce over 30,000 tonnes of waste a year. We all need to look at how we, individually and collectively can further reduce, reuse and recycle our waste. Our domestic recycling rates have risen from 11% in 2003/04 to 27% by 2008/09.

Climate change is one of the most serious challenges facing the world. The challenge is not only to reduce carbon emissions but also to develop a long-term strategy to adapt to the climate change that is already underway. Since 2003 a range of projects and initiatives have worked to reduce the town's green house gas emissions from transport, industry and commerce and housing. These have included encouraging businesses to reduce their carbon footprint, development of the Task Force's Enviro 21 Corridor and gaining approval for a wind turbine to provide renewable energy for the site; a wide range of domestic energy efficiency schemes, and efforts to increase sustainable travel including the Quality Bus Partnership and the seafront cycle path.

Our planned growth including new homes and the provision of new jobs is likely to result in significant increases in traffic, use of resources and waste. Our challenge as we move forward in regenerating our town is to balance these increases with making the most efficient use of our natural resources and planning for sustainable growth. New developments can be designed to protect and create new habitats, use energy and water saving technology, and use sustainable materials in their build. The average person in Hastings, as well as in the UK, currently consumes 3 times the global share of the world's natural resources.

### Focussing on People and Places

#### People

- The % of people living in fuel poverty is highest in Castle, Central St Leonards and Gensing Wards.

#### Places

- Planning permission for large scale wind turbine at the Enviro 21 Business Park- which will go a long way to contributing to the regions target to produce 22% of the regions energy needs by 2010. The business park aims to meet ambitious environmental targets using techniques and materials to maximise natural resources and renewable energy.

- The demand for allotments and local food growing spaces continues to grow – innovative projects are looking at ways to release land into community food growing spaces e.g. Ore Valley “edible estates project” and school grounds.

### Progress against the 21 Key Targets

In 2003 we set ourselves the following targets:

**No. 21.** Increase the % of household waste recycled and composted to 30% by 2013.

Progress: At 2008/09 our recycling rate was 26%

## Our Long Term Vision for a Town Where We Protect our Environment & Respond to the Challenges of Climate Change

Hastings and St Leonards is a place where:

- We effectively balance the needs of today with caring for the environment of tomorrow
- We have reduced the town’s carbon footprint and we are well prepared for the impacts of climate change
- Our wonderful natural assets are enjoyed and cared for by all
- We are recognised for our thriving green economy
- Our homes and businesses buildings are well designed and use energy and natural resources efficiently
- Our open spaces and countryside is accessible and sustainably managed
- We recognise the benefits of biodiversity and have learnt to live in harmony with nature
- Pollution levels are low

### Influences/impacts

- Climate change is one of the most important issues we face as a global community. To effectively minimise further climate change we will all need to consider carefully our lifestyles and take responsibility for our impact on the environment, by reducing energy use, waste and unsustainable forms of transport; lowering our carbon emissions, and ensuring new buildings and homes in the borough are built to a high environmental standard.
- In addition to minimising further climate change we need to adapt to, and mitigate the potential effects of a changing climate. This is a challenge for all of us, and as a coastal town we have particular issues to address, including the risk from flooding and in the future, rising temperatures and drier summers etc.
- The range of policy drivers for guiding our environmental and climate change work span an international, European, national, regional and local level. These include:
  - The new Performance Management framework for Local Authorities and Local Authority Partnerships effective from April 2008, which introduced a new set of indicators used to measure the performance of local authorities and their partners including indicators in relation to environmental sustainability and climate change
  - The Climate Act 2008 provides the statutory framework within which we need to address climate change. This includes a target to require at least a 80% reduction in carbon emissions by 2050 and a 30% reduction by 2020, as well as a drive towards climate adaptation.
  - The Regional Economic Strategy (headline target) is to: ‘Reduce the rate of increase in the region’s Ecological Footprint stabilise it and seek to reduce it by 2016
  - The 2006 Natural Environment and Rural Communities Act placed a statutory duty on Local Authorities to consider the conservation of biodiversity in their policy and decision making procedures
- The increasing costs of energy are leading to a greater number of households fuel poverty – therefore assisting local households to install energy efficiency measures has a dual benefit in reducing costs and CO<sub>2</sub> emissions.

- Household waste accounts for only approximately 25% of the waste stream, construction and demolition waste make up over 54%, with commercial and industrial waste a further 17% and special/difficult waste accounting for 3%. We all therefore have a duty to manage our resources more efficiently and make sure we minimise our waste.
- The Countryside and Rights of Way Act 2000 places a statutory duty on Local Authorities to further the conservation and enhancement of Sites of Special Scientific Interest that they own or manage, and National Indicator 197 - Improved Local Biodiversity measures the proportion of Local Sites where active conservation management is being achieved
- The southeast uses more water than other parts of the UK with the average household in Hastings uses, 160 litres of water a day. Using water more efficiently in our homes, offices and businesses will help to reduce our overall consumption of water.

We are also working with partners across East Sussex to address areas of shared priority identified through Pride of Place. In terms of a Town where we protect our Environment and Rise to the Challenge of Climate Change these shared priorities include: developing high quality environments in our towns and villages; preparing for the effects of climate change; managing the risks and making the most of the opportunities; encouraging individuals and organisations to minimise their water consumption, CO2 emissions and overall environmental impact; reuse, reduce and recycle more household, business and industrial waste; ensuing climate change is a strategic consideration of Local Development Frameworks and other planning policies.

### **What we need to achieve in the medium term (3 – 5 years)**

Our medium term focus is on tackling climate change and managing environmental resources more effectively; increase levels of recycling; improve and promote sustainable transport and create sustainable and energy efficient homes and buildings.

We will do this by:

**Waste** - Continuing to reduce, reuse and recycle our rubbish and increasing the amount of waste, which is composted from our homes, parks and gardens. Building on the success of the twin bin scheme, by introducing alternative refuse collection and recycling arrangements in the remainder of the town to improve the containment of waste, improve our recycling performance and further improve street cleanliness and the overall living environment.

**Environmental Innovation** - Maximising the employment and regeneration potential from implementing sustainable initiatives across the town e.g. by developing Enviro21 Innovation Parks. The buildings and sites will be built to the highest environmental specifications to make the most of our natural heritage and attract organisations in the environmental technologies and services sector. Our aim is to make the Queensway South Park carbon neutral through the installation of a single 2 Megawatt (MW) wind turbine, which would generate more electricity than will be used by the site.

**Protecting Biodiversity** - Continuing to implement the Hastings Biodiversity Action Plan – our framework for protect the variety of wildlife species and habitats that exist alongside us by ensuring adequate provision and protection of designated sites where biodiversity can flourish, and people can have easy access to the natural environment and learn about the biodiversity on their doorstep.

**Inspire the community** - Engaging, encouraging and inspiring local people, organisations and businesses to make positive environmental choices, and as partners we need to be leading by example. Reducing the town's carbon footprint and marketing our status as a low carbon town. Encouraging walking, cycling and increase the numbers of people using public transport. Designing and building more high quality, energy efficient and carbon neutral schools, offices and homes, and improving the sustainability of existing buildings through refurbishment etc.

**Reduce energy consumption** - Improving the energy efficiency in our homes through use of grants and advice and tackling fuel poverty. Eliminating unnecessary energy usage and promoting the development and application of renewable energy sources. Assessing the potential for renewable energy generation schemes in different parts of the town, and the potential to specify onsite renewable energy provision in new developments. Providing affordable warmth to people living in low income households, thereby helping to achieve major benefits in health and quality of life.

**Prepare for the likely impacts of climate change** – planning so that our services and communities can adapt to cope with extremes of weather, temperature and sea level rises etc.

## Resources and contributions

### Thematic Partnership - TBC

Examples of contributions made by other partners include:

**Business** There is a growing Green Business Sector in Hastings

**Third Sector** There are many local groups very active in this area including: Hastings Environment Network, Hastings Transition Town – a national grass roots movement in response to climate change and peak oil. Energise Hastings – a partnership project to raise awareness and engage in energy efficiency and renewable energy technologies.  
Social enterprises involved in recycling and re-using resources e.g. wood and furniture

**Public Sector** There is a broad range of contributory activity from public sector, some examples include: the Future Cities Project, development of Pebsham Countryside Park, the new South Coast College Hastings: which has been designed and built with a BREEAM excellent rating  
The Borough Council plays a significant role through its management of parks and open spaces, waste and recycling, allotments, protecting the environment and health, Climate change, environmental protection and mitigation policies in the Local Development Framework, Flood Risk Assessments to inform future decisions about the location of development to minimise the risk from flooding.

### Key measures of success

Key Targets – details to be confirmed/ agreed by autumn 2009

#### 21a Increase the amount of household waste recycled and composted

##### Target/Milestones:

2010/11 Milestone: 30% pa

2012/13 Target: TBC

**Co-ordination by:** Hastings Borough Council

*Note: This target is subject to change in line with national targets (Baseline 2003 10%)*

#### 22 Climate Change: Reduce CO<sub>2</sub> emissions in the town

##### Target/Milestones:

2010/11 Milestone: 10% reduction in CO<sub>2</sub> emissions in the Borough

2012/13 Target: TBC following Copenhagen World Summit

**Co-ordination by:** Hastings Borough Council

### How we'll monitor success

By reporting on the relevant national indicators (including NI 185, 186, 197), progress against our Local Development Framework objectives and meeting targets in the Hastings Biodiversity Action Plan.

The Place Survey will continue to measure local people's perception – the next survey is due to be undertaken in 2010/11

Local Area Agreement – we are also working with partners across East Sussex to achieve County-wide targets set out in the Local Area Agreement 2008 – 2011 and the shared priorities in the East Sussex Integrated Sustainable Community Strategy – Pride of Place

## Appendix A

### Refreshed Key Targets: 2010/11 and 2012/13 Milestones

#### 1. Narrow the Gap

**Targets/Milestones:**

2010/11 Milestone: Demonstrate a Narrowing of the Gap\* across Key Targets where measurable  
 2012/13 Target: To take 5 of our most deprived neighbourhoods (SOAs) out of the worst 10% in the Country

**Co-ordination by:** LSP Executive Delivery Group

*\*Depending on data available demonstrate 'Narrowing the Gap' between performance of the worst 10% of SOAs within Hastings and the rest of Hastings; the position of Hastings and the rest of the County, Region, England or relevant 'family' as appropriate (as indicated in the individual Key Targets)*

#### 2. Satisfaction with the local area (15 – 20 minutes walk from home)

**Targets/Milestones:**

2010/11 Milestone: 80% (National Average as measured by Place Survey)  
 2012/13 Target: 84% (East Sussex average, as measured by Place Survey)

**Co-ordination by:** Hastings Borough Council

#### 3. Reduce Child Poverty

**Targets/Milestones:**

2010/11 Milestone: To be set once reliable comparative data available  
 2012/13 Target: To be set once reliable comparative data available

**Co-ordination by:** Hastings and Bexhill Economic Alliance

#### 4. Young People

**Targets/Milestones:**

2010/11 Milestone: 2009/10 Baseline year to id appropriate question in annual Tell Us Survey)  
 2012/13 Target: TBC

**Co-ordination by** Learning and Skills Partnership

**5. Crime Reduction** (From 2007/08 baseline)**Targets/Milestones:**

2010/11 Milestone: 5a) Reduce Overall Crime: 5%  
 5b) Reduce Assaults with Injury: 7%  
 5c) Reduce Violent crime: 5%  
 2012/13 Target: 5a) Reduce Overall Crime: 9%  
 5b) Reduce Assaults with Injury: 10%  
 5c) Reduce Violent crime: 8%

**Co-ordination by** Safer Hastings Partnership

**6. Community Safety – Feeling safe at night in area (15 – 20 minutes walk from home)****Targets/Milestones:**

2010/11 Milestone: 42% (Measured by Place Survey)  
 2012/13 Target: 45% (Measured by Place Survey)

**Co-ordination by** Safer Hastings Partnership

**7. Reduce Average Unemployment****Targets/Milestones:**

2010/11 Milestone: The gap between Hastings and the national average to be 1.5% or lower  
 2012/13 Target: The gap between Hastings and the national average to be 1.4% or lower

**Co-ordination by** Hastings and Bexhill Economic Alliance

**8. Increase Workplace Average earnings****Targets/Milestones:**

2010/11 Milestone: Workplace average earnings in Hastings to be no less than 79% of the national average  
 2012/13 Target: Workplace average earnings in Hastings to be no less than 80% of the national average

**Co-ordination by:** Hastings and Bexhill Economic Alliance

**Note:** targets 8 and 9 could have an adverse effect on each other, especially in the short term.



## **9. Increase the % of 15 year olds achieving 5 or more GCSEs A\* - C grades including English and Mathematics**

**Targets/Milestones:**

2010/11 Milestone: 50%

2012/13 Target TBC

**Co-ordination by:** Learning and Skills Partnership

## **10. Increase the % of people who feel those from different backgrounds get on well together**

**Targets/Milestones:**

2010/11 Milestone: 71.1%

2012/13 Target: TBC

**Co-ordination by** HBC

## **11. Active Voluntary & Community Sector**

A thriving Third Sector:

- 1) the no. of volunteering hours;
- 2) the contribution the third sector makes to regeneration via provision of jobs in the sector – with information available about the ratio between these two (no. of jobs: volunteers) and the gearing of jobs between infrastructure and delivery
- 3) the total turnover of the sector (Total by funding sources).

**Target/Milestones:**

2010/11 Milestone: Improve on the 2008 baseline by 3%

2012/13 Target: Improve on the 2008 baseline by 5%

**Co-ordination by:** Hastings Voluntary Action

## **12. Increase % of people who feel they can influence local decision-making**

**Target/Milestones:**

2010/11 Milestone: 27%

2012/13 Target: 29%

**Co-ordination by:** Hastings Borough Council

### 13. Living Longer, Healthier Lives

a) Reduce death rates from circulatory disease (coronary heart disease and stroke) in people under 75 (*Baseline 1996: 130/100k*)

b) Reduce death rates from cancer in people under 75 (*Baseline 1996: 150/100k*)

**Targets/Milestones:**

13 a) 2010/11 Milestone: Reduce by 60%  
2012/13 Target: To be agreed as part of next planning period

13 b) 2010/11 Milestone: Reduce by 20%  
2012/13 Target: To be agreed as part of next planning period

**Co-ordination by:** PCT

### 14. Reduce Teenage Pregnancy

**Target/Milestones:**

2010/11 Milestone: Reduce by 50% (*Baseline 2003 60/1000 (15 to 17 year olds)*)

2012/13 Target: To be agreed as part of next planning period

**Co-ordination by:** PCT

### 15. Reduce the Rate of Alcohol Related Hospital Admissions

**Target/Milestones:**

2010/11 Milestone: Reduce by 4% the rate of alcohol related hospital admissions per 100,000 population from the 1995-97 baseline

2012/13 Target: To be agreed as part of next planning period

**Co-ordination by:** PCT

### 16. Meet Housing Needs

**Target/Milestones:**

16 a) New Homes  
2010/11 Milestone: 210 per annum  
2012/13 Target: 210 per annum

16 b) New homes on previously developed land (brownfield)  
2010/11 Milestone: 60%  
2012/13 Target: 60%

- 16 c) Affordable Homes – ensure 25% of new homes built as affordable for young people and people in need  
2010/11 Milestone: 70 pa  
2012/13 Target: 70 pa

**Co-ordination by:** Hastings Housing Partnership

## 17. Improve Housing Conditions

Number of properties p.a. brought up the decent homes standard, ensuring that category1 hazards are minimised

**Target/Milestones:**

2010/11 Milestone: 500 properties p.a.  
2012/13 Target: 500 properties p.a.

**Co-ordination by:** Hastings Housing Partnership

## 18. Reduce Homelessness

**Target/Milestones:**

18a. Achieve 50% reduction in numbers accepted as homeless per 1000 households by 2010 and maintain progress to 2013 (*Baseline year 2004: 9.2 homelessness acceptances*)

2010/11 Milestone: 1.8 acceptances per 1000  
2012/13 Target: 1.8 acceptances per 1000

18b. Achieve 50% reduction in the numbers of households in temporary accommodation by 2010 and continue reducing usage to 2013 (*Baseline 2004: 203 households in TA*)

2010/11 Milestone: 82 households  
2012/13 Target: 80 households

**Co-ordination by:** Hastings Housing Partnership

## 19. Increase Bus Travel

**Target/Milestones:**

2010/11 Milestone: To follow March 2010  
2012/13 Target: To follow March 2010

**Co-ordination by:** TBC (HBC/ESCC & Quality Bus Partnership active partners)

## 20. Increase Access to Quality Open Space

Increase the percentage of households within 300 meters of a multifunctional green space/play area which meet the Council's quality standard in all relevant respects by not less than 2% in each of the next five years and to at least 82% by 2013 (2005/06 baseline of 60%)

**Target/Milestones:**

2010/11 Milestone: 76%  
2012/13 Target: 82%

**Co-ordination by:** HBC

## 21a Increase the amount of household waste recycled and composted

**Target/Milestones:**

2010/11 Milestone: 30% pa  
2012/13 Target: TBC

**Co-ordination by:** Hastings Borough Council

*Note: This target is subject to change in line with national targets (Baseline 2003 10%)*

## 21b Increase Levels of Street Cleanliness

**Target/Milestones:**

2010/11 Milestone: 10% (i.e. 90% clean)\*  
2012/13 Target: 8%

**Co-ordination by:** Hastings Borough Council

*\*NI 195a and b defines this as 'the percentage of relevant land and highways that is assessed as having deposits of litter and detritus that fall below an acceptable level'.*

## 22 Climate Change: Reduce CO<sub>2</sub> emissions in the town

**Target/Milestones:**

2010/11 Milestone: 10% reduction in CO<sub>2</sub> emissions in the Borough  
2012/13 Target: TBC following Copenhagen World Summit

**Co-ordination by:** HBC

## 23 Cultural Regeneration

**Targets/Milestones:**

2010/11 Milestone: Target to be identified during development of Cultural Strategy during 2009/10  
2013/14 Target: TBC

**Co-ordination by:** HBC

## Appendix B - Progress Against 21 Key Targets 2003 - 2008/09

### Target 1 – Narrow the Gap

**2003 Target:** Take our five most deprived wards out of the worst 10% by 2013

Baseline 2003	Milestone 2005	Progress 2005/06	Status
2004 5 Wards in the worst 10%	4 Wards in the worst 10%	4 Wards in the worst 10%	<b>Green</b>

**2006 Update:** Target changed to - Halve the number of neighbourhoods in the 10% most deprived nationally by 2013. (A neighbourhood is defined as a Super Output Area.) Baseline: 2004 12 in the worst 10%

Target changed to reflect Index of Multiple Deprivation indices move to reporting at Super Output Area level.

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
IMD under review – New report expected Nov 07	14 SOAs in worst 10%	10 SOA in worst 10%	14 in the worst 10% IMD2007	<b>Red</b>

### Target 2 – Resident satisfaction with the local neighbourhood

**2003 Target:** Increase the % of local people satisfied with their neighbourhood as a place to live to 85% by 2013.

Baseline 2003	Target 2005	Progress 2005/06	Status
70%	73%	76%	<b>Green</b>

**2006 Update:** Now measured by national BVPI survey

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
70% BVPI data		78%	75%	<b>Amber</b>

### Target 3 – Child Poverty

**2003 Target:** Halve the gap between child poverty rates for Hastings and for East Sussex as a whole. (Measured as the proportion of children aged under 16 living in households dependent on means tested benefits)

Baseline 2003	Target 2005	Progress 2005/06	Status
Hastings 17.26% East Sussex 11.19% 6.07% gap	6% gap	Hastings 15.59% East Sussex 9.47% Gap 6.12%	<b>Red</b>

**2006 Update:** Target changed to - Narrow the gap between child poverty rates for Hastings and for East Sussex as a whole. (Measured as the proportion of children aged under 16 living in households *in receipt of Income Support*)

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
		5.5% gap	30% Hastings 19% East Sussex Gap 11%	<b>Red</b>

#### Target 4 – Young People

**2003 Target:** Increase the proportion of young people who think the town is good place for them to live in.

Baseline 2003	Target 2005	Progress 2005/06	Status
Audit	Audit	48.6%	<b>Green</b>

**2006 Update:** Unchanged

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
54.7%	55.4%	58%	55.4% No new data available	<b>Amber</b>

#### Target 5 – Community Safety – Crime Rates

**2003 Target:** Halve the gap between overall crime rates per 1000 for Hastings and St Leonards and the average for England and Wales.

Baseline 2003	Target 2005	Progress 2005/06	Status
166/1000	160/1000	142/1000	<b>Green</b>

**2006 Update:** Unchanged

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
142/1000	117/1000	145/1000	103/1000	<b>Green</b>

**Target 6 – Community Safety – Feeling safe at night in neighbourhood****2003 Target:** Increase the % of residents who feel safe walking alone in their neighbourhood at night.

Baseline 2003	Target 2005	Progress 2005/06	Status
35.10%	40%	52%	<b>Green</b>

**2006 Update:** Unchanged

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
55%	51.2%	50%	39% (17% felt neither safe or unsafe)*	<b>TBC</b>

\*Note: Data for 2008/09 from Place Survey - Awaiting final confirmation of Place Survey and need to assess comparability of calculation

**Target 7 – Unemployment****2003 Target:** Reduce average unemployment in the town to the East Sussex level by 2013.

Baseline 2003	Target 2005	Progress 2005/06	Status
1.8% above	1.44% above	1.5% above	<b>Amber</b>

**2006 Update** - Method of calculation changed to use the Median Gross Weekly Wages by Place of Work (Full time employees).

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
1.7% above (Hastings 3.7%, ESx 2.0%) March 07 data		1.2% above	3.1% above (East Sussex 4.5% Hastings 7.6%) From Annual Population Survey/Labour Force Survey/ONS June 08	<b>Red</b>

**Target 8 – Average earnings****2003 Target:** Increase average weekly earnings to national levels by 2013.

Baseline 2003	Target 2005	Progress 2005/06	Status
90%	N/A	95%	<b>Green</b>

**2006 Update:** Method of calculation changed to use the Median Gross Weekly Wages by Place of Work (Full time employees).

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
90.7%		At East Sussex Average	12.6% below ESx Average	<b>Red</b>

**Target 9 – Education**

**2003 Target:** Increase the % of 15 yr-olds achieving 5 or more GCSEs A\* - C grades or equivalent from 40% in 2001 to 55% in 2013.

Baseline 2003	Target 2005	Progress 2005/06	Status
40%	43%	42.1%	<b>Amber</b>

**2006 Update:** Changed to -

- Increase the % of 15 year olds achieving 5 or more GCSEs A\* - C grades or equivalent to 51% in 2013
- Increase the % of 15 year olds achieving 5 or more GCSEs A\* -C grades including English and Mathematics.

**9a Progress:**

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
43.48%	44% (2006)	46%	44.1%	<b>Red</b>

**9b Progress:**

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
32.54%	33% (2007)	38%	26.4%	<b>Red</b>

### Target 10 – Community Cohesion

**2003 Target:** Increase the number of residents who feel people from different backgrounds live harmoniously in the town. (Citizens' Panel)

Baseline 2003	Target 2005	Progress 2005/06	Status
Survey needed	Survey completed	52%	<b>Green</b>

**2006 Update:** Unchanged - Increase the number of residents who feel people from different backgrounds live harmoniously in the town. To be measured by national BVPI Survey in 2006/07

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
70% BVPI Survey	-	59%	70%	<b>Green</b>

### Target 11 – Access to a community facility (Voluntary & Community Sector Activity)

**2003 Target:** Ensure that residents of each ward have ready access to a community facility throughout the year.

Baseline 2003	Target 2005	Progress 2005/06	Status
Audit needed	Audit	Audit of facilities completed	<b>Amber</b>



**2006 Update:** Target changed to 'To increase voluntary and community sector activity (including community participation) by 5% by 2013 (underpinned by a model of supporting community activity based on the Governments Firm Foundations model)

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
	15% increase in annual turnover in Voluntary and Community Sector growth between 2002 and 2008.			<b>Green</b>

### Target 12 – Neighbourhood Forums (Influencing Decision-Making)

**2003 Target:** Ensure 80% of residents have a neighbourhood forum or similar body so they can influence services and take decisions affecting their local area by 2012

Baseline 2003	Target 2005	Progress 2005/06	Status
Audit	Audit	100% (2006)	<b>Green</b>

**2006 Update:** Changed to – Increase the % of people surveyed who feel they can influence decisions affecting their local area. (BVPI survey)

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
29%		40%	25%	<b>Red</b>

### Target 13 – Living Longer, Healthier Lives

**2003 Target:** Reduce death rates from circulatory disease (coronary heart disease and stroke) and cancer in people under 75, by at least 40% and 20% respectively by 2013

Baseline 2003	Target 2005	Progress 2005/06	Status
130/100k (1996 baseline)	Down by 25%	103/100k (2002-2004) 30% reduction	<b>Green</b>

**2006 Update:** Target split to

- a. Reduce death rates from circulatory disease (coronary heart disease and stroke) in people under 75
- b. Reduce death rates from cancer in people under 75

#### Progress 13a

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
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88/100k (2003 - 2005) 33% reduction	85/100K (2004-2006) 35% reduction	Down by 35%	79/100K (2005-2007) 39% reduction	<b>Green</b>
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**Progress 13b**

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
120/100k (2003 – 2005) 20% Reduction	134/100K (2004-2006) 11% reduction	Down by 15%	129/100K (2005-2007) 14% reduction	<b>Amber</b>

**Target 14 – Teenage Pregnancy**

**2003 Target:** Reduce the under 18 conception rate by 15% by 2005 and 50% by 2013

Baseline 2003	Target 2005	Progress 2005/06	Status
60/1000 (15 to 17 year olds)	Down by 15%	45/1000 25% reduction (2003)	<b>Green</b>

**2006 Update:** Unchanged

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
61/1000 3% increase (2005)	55/1000 (2006) 8% reduction	Reduce by 25%	59/1000 (2007) 1% reduction	<b>Red</b>

**Target 15 – Substance Misuse****2003 Target:** Reduce drug related deaths by 10% by 2005 and 20% by 2013

Baseline 2003	Target 2005	Progress 2005/06	Status
5 deaths	10% reduction	2 deaths	<b>Green</b>

**2006 Update:** Changed to – Increase % of substance misusers retained in treatment for 12 weeks or more

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
67%	75%	80% then review	N/A – see below	TBC

**Target 16 – Housing – New Homes****2003 Target:** Build 3300 new homes by 2013

Baseline 2003	Target 2005	Progress 2005/06	Status
Nil built	600 new homes	769 <sup>1</sup>	<b>Green</b>

<sup>1</sup> Target 16 has been amended to reflect how this indicator is reported elsewhere; this figure has been amended to reflect financial years from 2003/04 onwards.

**2006 Update** Changed to –

- Build 3300 new homes by 2013
- Ensure 60% of new homes are on previously developed land (brownfield)
- Ensure 25% of new homes built as affordable homes for young people and others in need

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
972 net dwellings	1255 net dwellings	1600 new homes	1495 net dwellings	<b>Red</b>
874 (78% of gross build since 2003/04)	1165 (84% of gross build since 2003/04)	960 (60% of 1600 new homes)	1369 (75% of gross build since 2003/04)	<b>Green</b>
276 affordable (28%)	362 affordable (29%)	400 (25% of 1600 new homes)	422 affordable (28%)	<b>Green</b>

Target 16b has also been amended to reflect how this indicator is reported elsewhere; this figure has been amended to reflect financial years from 2003/04 onwards.

**Target 17 – Housing – Improving Conditions****2003 Target:** Remove the gap between our town and the national average for unfit homes

Baseline 2003	Target 2005	Progress 2005/06	Status
Hastings 10.4% National 7.5%	265	739	<b>Green</b>

**2006 Update:** Changed to reflect Government guidance to 'Improve housing standards within the most deprived wards to reflect the decent homes standards'

NB when target set in 2007 focussed on category 1 hazards i.e. Ensure that 500 properties per year are brought up the decent homes standard, ensuring that category1 hazards are minimised

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
Stock condition survey will be carried out in 07/08 and results will be used to set a baseline figure	Target set: 500 per year	500	520	<b>Green</b>

**Target 18 – Homelessness****2003 Target:** Eradicate the use of Bed and Breakfast accommodation for all homeless households, except in emergency (measured as non-emergency households placed in B&B as a % of all households placed in temporary accommodation)

Baseline 2003	Target 2005	Progress 2005/06	Status
33%	28%	10.43%	<b>Green</b>

**2006 Update:** Target changed to:

- Achieve 50% reduction in numbers accepted as homeless per 1000 households by 2010
- Achieve 50% reduction in the numbers of households in temporary accommodation by 2010

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
5.87 per 1,000 homeless households	3.80 per 1,000	6.92 per 1,000	1.7 per 1,000	<b>Green</b>
236 households in temp accommodation	132	161	80	<b>Green</b>

**Target 19 – Transport – Bus Travel**

2003 Target: Increase the total number of bus passenger journeys by 20% by 2013 compared with 2001 levels

Baseline 2003	Target 2005	Progress 2005/06	Status
3.5 million journeys	4%	6.75%	<b>Green</b>

2006 Update: Unchanged

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
18% *	20.45%	Increase by 24%	26.2% 4.42 million journeys	<b>Green</b>

\* Plus 68% increase in the No. of concessionary fare journeys made since 2005/6 due to the introduction of free travel for residents who have disabilities or are over 60

**Target 20 – Access to Open Space**

2003 Target: Give 90% of households access to open space such as parks, Local Nature Reserves, public gardens and play areas or the beach, within 300m of their homes by 2013

Baseline 2003	Target 2005	Progress 2005/06	Status
Audit	Audit	60%	<b>Green</b>

2006 Update: Changed to 'Increase the current percentage (60%) of households within 300 meters of a multifunctional green space which meet the Councils' quality standard in all relevant respects by not less than 4% in each of the next five years and to at least 90% by 2013' to reflect Parks and Open Spaces Strategy

Progress 2006/07	Progress 2007/08	Milestone 2008/09	Progress 2008/09	Status
6%	71%	72%	71%	<b>Amber</b>

**Target 21 – Waste Recycling**

Target 2003: Increase the amount of household waste recycled and composted to 30% by 2013

Baseline 2003	Target 2005	Progress 2005/06	Status
10%	18%	11.20%	<b>Red</b>

2006 Update: Changed to

- a. Increase the amount of household waste recycled and composted to 30% by 2013

## b. Increase % streets which are clean

<b>Progress 2006/07</b>	<b>Progress 2007/08</b>	<b>Milestone 2008/09</b>	<b>Progress 2008/09</b>	<b>Status</b>
18%	23.7%	20% household waste recycled and composted	Not yet available	TBC
77.4%	90%	79%	96%	<b>Green</b>