



All Together Better

The East Sussex Local Area Agreement

Draft Proposals

30 September 2005

Local Area Agreement for East Sussex

INTRODUCTION

The Vision adopted by the East Sussex Strategic Partnership (ESSP) and articulated in 'Pride of Place' the East Sussex Community Strategy states:

East Sussex is a wonderful county to live, work and spend leisure time in, from its heritage coastline over the South Downs and up to Ashdown Forest and the High Weald.

Our Vision for East Sussex is of a sustainable county with an improving quality of life, where everyone can prosper, where individuals can participate fully in the lives of their communities, where those in need are supported and where individuals and organisations play their part in protecting our distinct environment for the benefit of present and future generations.

It is to achieve that vision that the partners in East Sussex have responded to the Government's invitation to engage in a Local Area Agreement (LAA). We are entering into a three year agreement with central government based on the specific priorities for our local area. The LAA will be agreed between central government represented by the Government Office (GOSE), and by local partners led by the ESSP.

PRINCIPLES FOR INCLUSION IN THE LAA

A number of principles have determined what outcomes have been included within the LAA. There are many other priorities being dealt with through other mechanisms. We have agreed that outcomes must:

- have a significant impact within East Sussex and arise from priorities identified in one or more of the six community strategies in East Sussex;
- require a partnership approach to delivery i.e. the issue cannot be fully addressed by a single agency working on its own; and
- have the potential for successful delivery over a three year timescale - where a successful outcome is longer term, a clearly identified step change can be achieved in three years.

EXPECTATIONS OF THE LAA

There is a strong expectation that in delivering the LAA the focus will be on a cross cutting approach that seeks to find the connections between services and activities rather than a 'silo' approach to delivery.

We also have expectations of the annual 'refresh' of the LAA; we want not only to consider whether the currently identified outcomes remain the correct priorities, but also the opportunity to re-consider areas that we have not been

able to include from the start of the LAA i.e. affordable housing or further environmental priorities.

LOCAL CONTEXT

The East Sussex Strategic Partnership is the Local Strategic Partnership for the county, details of its membership, the community strategy 'Pride of Place', and an account of ESSP activities can be found on its website www.essp.org.uk. The ESSP is the body that has overall responsibility for agreeing and signing off the LAA whilst East Sussex County Council is identified as the accountable body.

The LAA is built on a long track record of strong and creative partnership working. Our first LPSA included targets delivered by a wide number of partners e.g. private sector housing which has made a significant difference to standards of housing in multiple occupation in our coastal towns. All of the LPSA targets contribute to 'Pride of Place' and are monitored by the ESSP.

The ESSP has established a short life Project Board to steer the development of the LAA through to its 'signing off'. The Board reports back to ESSP and both share the same voluntary sector chair. The Project Board has representation from each of the key service areas including the county council, district and borough councils, health, police, business sector and voluntary and community sector. Ongoing governance arrangements for the LAA will be determined by the ESSP once the content of the LAA has been finally negotiated and it is clear which are the key service delivery bodies.

DEVELOPMENT OF THE LAA

This round of the LAA has produced as many timescale challenges for the engagement of partners as the pilot LAAs. The summer holiday period is not an easy time to try and get comprehensive engagement. However we have held three large partnership events over the summer period and each of them has had a good turnout.

22 July	LAA Launch Event	87 participants
8 September (am)	ESSP Wider Partners event	84 participants
8 September (pm)	Elected Member event	36 participants

In addition there have been several specific 'block' events e.g. an economic development and enterprise seminar that included local business agency representatives and members of the East Sussex Economic Partnership; as well as numerous bi-lateral and multi lateral meetings together with e-consultation and dialogue.

The Voluntary and Community Sector is represented with several places on both the ESSP and the Project Board. The Chief Executive of Action in Rural Sussex (AiRS) sits on the Project Board; AiRS are also the accountable body for the Change Up programme. Representatives from the County Council, a PCT, Learning and Skills Council (Sussex), The Chair of the East Sussex

Economic Partnership and a District and a Borough Council sit on the Change Up executive board. VOICES (a group representing Councils for Voluntary Service and other county wide voluntary sector organisations) plus many individual voluntary and community organisations were present and contributed to the two large consultation events. Voluntary and Community Organisations with specific remits relating to the service blocks have been involved as appropriate.

EAST SUSSEX PRIORITIES

The LAA priorities have been developed from looking at 'Pride of Place' the East Sussex community strategy and the five more local community strategies including the Neighbourhood Renewal Strategy for Hastings, together with the business plans of the major agencies. Links to these are detailed below:

www.eastbourne.gov.uk/community/esp/index.asp

www.hastings.gov.uk/lsp/

www.hastings.gov.uk/neighbourhood_renewal/default.aspx

www.lvlc.info/index.html

www.rother.gov.uk/index.cfm?articleid=183

www.wealdencommunitystrategy.co.uk/

www.esccwebsite/yourcouncil/about/keydocuments/councilplan/

There is a great deal of coherence around the issues of concern to local people and these are backed up by the following statistics:

Economy and Skills

- A third of all employees in East Sussex work in the public sector
- 86% of companies in East Sussex employ less than 10 people.
- Nearly one in four East Sussex residents works outside the county.
- GVA per head in East Sussex is only 69% of the UK average and 37% below the regional average.
- Annual Household income in East Sussex is almost £5,000 less than the South East equivalent.
- Nearly 45% of residents (16-74 year olds) do not have qualifications at Level 2.
- An extra 825,480 sq.m of industrial space and 207,000 sq.m office space is required to bring the county up to the national average
- House prices are over seven times higher than annual average wages in East Sussex (compared to a national ratio of just over five).
- There are 327 Super Output Areas (SOAs) in East Sussex, and 13 of these fall among the 10% most deprived in England (12 in Hastings one in Eastbourne).
- Hastings contains the highest number of deprived SOAs in South East England

(Focus on East Sussex, Annual Monitor 2004)

Health and Wellbeing

- 28% of children in East Sussex live in low income households (2002).

- Over 55,000 people are dependent on benefits, representing one in ten people in the county.
- Hastings and Eastbourne both have rates of under 18 teenage conception that are higher than the regional and national rates.
- East Sussex has a higher proportion of people with a limiting long term illness (34.4%) than regional and national rates.
- The numbers of people aged 80 or over is expected to rise almost 69% from 2003 and will account for over 10% of the total population in 2028 compared to just seven percent in 2003.
- Hastings has the highest smoking rate in the county at 32%. This is far higher than the regional rate of 21%.
- In 2003/04 the rate of total emergency admissions to hospital for all ages and under 75's was significantly higher in East Sussex than in the South East.

Community Safety

- In 2004 8% of crime in East Sussex was Domestic Violence incidents;
- Eastbourne and Hastings accounted for 54% of recorded crime in 2003-04 but these areas make up only 35% of the population of East Sussex.
- Bullying is identified as a major issue by young people, 101 pupils in the last year received fixed term exclusions where the primary cause was bullying. (Annual Report Strategic Lead Officer for Bullying 2004-2005)

It can be seen that there are obvious differences across East Sussex, one of the anticipated outcomes from having a LAA is to bring those areas that are significantly different than the county average closer by 'narrowing the gap'. This means narrowing the gap between the most deprived Super Output Areas and the county average. This often refers to issues in Hastings but it also includes other areas with specific issues such as Newhaven, Hailsham East, certain wards in Eastbourne and pockets of rural deprivation. The mandatory indicators arising from the Neighbourhood Renewal, Neighbourhood Management and Neighbourhood Element obviously continue to apply in Hastings, wherever appropriate; these targets are being widened to include other areas within East Sussex.

INTRODUCTION TO EACH OF THE BLOCKS

Children and Young People

Our targets for the children and young people's block are organised in relation to the five target outcomes in the Children Act, taking account of key local issues for East Sussex. They will be reflected in the Children and Young People's Plan (CYPP) to be published next year. The Plan will also include other priorities, taking into account consultation this autumn with stakeholders, particularly children and young people.

A key theme in the CYPP will be action to enhance prevention of difficulties for children and young people, both within universal services and in other ways. We expect to place a strong emphasis on parent and family support,

building on the Family Support Strategy developed by the Children and Young People's Strategic Partnership. Greater availability of family support of different kinds, for carers of children of all ages, is essential if many of the target outcomes in this Agreement are to be achieved.

There will also be an emphasis on listening to the voice of young people and involving them in the development of strategies and actions to address the targets in the Agreement and in the wider Plan.

There are many links to actions in other blocks of the Agreement. For example the Healthier Communities and Older People block includes a target to reduce the incidence of smoking by pregnant women within the areas served by Sure Start Children's Centres.

Healthier Communities and Older People

Our priorities for the Healthier Communities and Older People block reflect the national and local agendas outlined in a number of key documents including the 'Choosing Health', White Paper, the 'Independence, Well-being and Choice' Green Paper, 'Narrowing the Gap', a strategic framework for reducing inequalities in health in Surrey & Sussex, the East Sussex Strategic Plan and local strategic plans.

The main features of this block are: to build healthier communities and reduce health inequalities; improve access to information, local services and economic wellbeing; improve independence and choice, focusing on keeping people well and out of institutional settings. These activities will be achieved in close collaboration with a range of partners. Furthermore, in order for older people to live more active and fulfilling lives, they should be productively engaged in the process of development and design of services that meet their needs and aspirations. This will increasingly challenge us to work more creatively.

The first two outcomes focus on improving health and access for all East Sussex residents. The aim is to provide more opportunities, support and information to enable everyone to make healthier choices and enjoy improved quality of life. Access to activities that promote overall wellbeing as well as physical activity is seen as equally important in improving health. The third and fourth outcomes focus on vulnerable people, as well as those people who use or potentially use the health & social care services provided by a wide range of partners across East Sussex. The fifth target specifically relates to narrowing the inequalities gap between specific areas of deprivation in Hastings with the population of East Sussex as a whole.

The principal links to other blocks of the agreement focus on promoting healthy lifestyles for all ages, increasing home safety beyond falls prevention and, as is so often emphasised by older people themselves, support for improved access to transport in rural areas.

Economic Development and Enterprise

Increasing the prosperity of the residents and communities of East Sussex is at the core of our drive to improve quality of life. The county's economy is unique in the South East as the profile above demonstrates with low incomes and small businesses in high cost environment. Recent studies have identified four key areas that need improving to unlock the potential of the county's economy:

- enterprise and GVA
- employment
- infrastructure
- skills levels.

The outcomes and supporting activities in this block focus on those identified weaknesses and in particular build on the opportunity for the Hastings NRF area to bid for LEGI funding. We have not included two specific and important issues - transport and sites and premises. There is a very clear relationship between economic performance and these two issues but it needs to be tackled outside the LAA framework and particularly within the context of the South East Plan and the emerging review of the Regional Economic Strategy.

In relation to the current weaknesses in the nature of employment available additional targeted support to safeguard, retain and grow businesses will increase the availability and choice of employment. Relevant skill acquisition by the unemployed and the employed/employers forms a core activity. It is in these areas where inadequate skills are more prevalent and businesses are less likely to take advantage of conventional business support structures. This will contribute to increasing sustainable economic growth in areas across East Sussex that are currently underperforming.

Working together to improve the economy is not a new priority and we have a number of successful partnerships including three key strategic partnerships - East Sussex Economic Partnership which is delivering the East Sussex Area Investment Programme and the Hastings and Bexhill Economic Alliance and Hastings and Bexhill Taskforce delivering the Five Point Plan for that area. There are also a wide range of robust and effective partnerships with a smaller geographical focus. It is important to recognise the key role infrastructure, skills and high quality service delivery play in building a stronger economy. The recent refusal of the Learning and Skills Council's Post 16 proposals in the east of the county and failure of Government's funding mechanisms for all public services to recognise the impact of the county's demographics and characteristics severely limit our ability to build prosperity.

Safer and Stronger Communities

The priorities for the 'Safer and Stronger Communities' block are driven by two principle considerations. First, that a stronger East Sussex where people

are engaged in their local communities will lay the foundation for a safer county. We have thus sought to create an appropriate balance between 'stronger' and 'safer' priorities. Second, that 'narrowing the gap', whilst a core consideration for Hastings should not be confined to that area of the county receiving Neighbourhood Renewal and Neighbourhood Funding. Thus, as in other blocks, some actions are targeted on those areas outside Hastings with the highest levels of deprivation and / or need.

The priorities are organised under the seven mandatory outcome headings. The first two cover the whole of East Sussex and include a range of 'stronger' and 'safer' priorities. East Sussex is a comparatively 'low crime' area, and whilst it is important to further reduce crime, drug and alcohol related problems and domestic violence it is equally important to strengthen community participation, including volunteering, and reduce the fear of crime. Youth crime has not been made an explicit priority but is an essential component of a number of other priorities throughout the LAA, in particular the priority to reduce the number of 16 to 19 year old young people not in education, employment and training.

The final five mandatory outcomes are directly related to the expectations that cover Neighbourhood Renewal and Neighbourhood Funding (including 'Neighbourhood Element' funding that will start in three areas from 1st April 2006). However, in some cases these priorities have been extended to other areas of the county, for example in relation to fly-tipping. Where there are existing plans, such as Local Development Plans that cover housing issues in the District and Boroughs, they have not been reproduced. Work on the new Neighbourhood Element is on-going and will be incorporated into future iterations of the LAA.

OVERARCHING ISSUES

A major focus for this agreement is to improve equity across the whole range of activities in which partners are engaged. Thus, for all the objectives, attention will be paid to how people of different ages, people from black and ethnic minorities, people with mental health problems, people with disabilities and people who are socially excluded, in both urban and rural areas are included. To this end data collected will be analysed, where possible, on the basis of age, gender, ethnicity, language, religion and disability.

Community engagement, cohesion and volunteering are important issues and are contained within all four blocks. The volunteering elements have been pulled together in the Stronger Communities section at 18.6. Community engagement and cohesion continue to be reflected through each of the blocks and are implicit in the service delivery of statutory organisations and the voluntary and community sector; however they can also be seen demonstrated explicitly at 3.2, 4.2, 7.1, 10.1, 10.3, 17.5, 18.1, and 18.6.

Children and Young People Block

Outcome 1 Stay Safe: Being protected from harm and neglect

1.1 Reduce injuries to children

Lead: East Sussex Fire and Rescue Service

Partners: Sussex Police, Crime and Disorder Reduction Partnerships, Primary Care Trusts, East Sussex County Council

Targets/Indicators:

- Number of children killed or seriously injured in road traffic accidents
- Number of children injured as a result of crime
- Number of children injured as result of fire
- Number of children injured in other accidents e.g. in the home

1.2 Reduce the incidence of bullying experienced by children and young people, including cases of racial harassment

Lead: East Sussex County Council

Partners: Sussex Police, Public Transport providers, Voluntary and Community Sector

Targets/Indicators:

- Number of reports of bullying (10 pilots at the moment, all schools from January 2006)
- % of schools completing and returning incident reports (all schools from January 2006)

1.3 Reduce the number of young people who are victims of crime

Lead: to be determined

Partners: Crime and Disorder Reduction Partnerships, Sussex Police, Voluntary and Community Sector

Targets/Indicators:

- To be developed

In addition to the targets set out in this section, the following targets from other blocks will also impact on children and young people:

17.1 *Reduce crime, fear of crime and anti-social behaviour*

17.3 *Reduce domestic violence*

18.3 *Increase home safety*

Outcome 2 Be Healthy: Enjoying good physical and mental health and living a healthy lifestyle

2.1 Promote healthy lifestyles, with particular focus on nutrition

Lead: East Sussex County Council

Partners: Schools, School Improvement Service, Primary Care Trusts, Action in Rural

Sussex, Voluntary and Community Sector

Targets/Indicators:

- Number of schools achieving the Healthy School Standard (National target of 100% by 2009)
- The health of Looked After Children
 - Number of Dental Checks
 - Number of Immunisations
 - Number accessing leisure and recreational facilities (baseline could be gathered in first year of LAA)
 - Number involved in substance misuse (baseline could be collected in first year of LAA)

2.2 Reduce teenage pregnancy, narrowing the gap between the county rate and that in Hastings

Lead: East Sussex County Council

Partners: Primary Care Trusts, Schools

Targets/Indicators:

- Under-18 conception rate by County, District and Boroughs
- The gap between the County rate and the Hastings rate

Enabling Measures:

1. Flexibility to extend eligibility criteria for Learning and Skills Council Entry 2 Employment funding to support all young people who are Not in Education Employment or Training (NEET).

In addition to the targets set out in this section, the following targets from other blocks will also impact on children and young people:

7.4 *Reduce effects of smoking*

7.5 *Improve sexual health*

8.1 *Better access to information and choice in primary care and social care*

Outcome 3 Enjoy and Achieve: Getting the most out of life and developing the skills for adulthood

3.1 Increase take up of nursery education in the most deprived wards and by potentially vulnerable groups (possible reward target for take up by District and also by Children in Need).

Lead: East Sussex County Council

Partners: Children's Centres, Sure Starts, Local Partnerships for Children, Schools

Targets/Indicators:

- Take up rates at Foundation Stage by County, Borough and District
- Take up by children in need

3.2 Increase engagement in culture, sport, and leisure opportunities for young people, new users and particularly for priority groups (*Possible reward target both overall and specifically in relation to children who are disabled or who attend special schools*).

Lead: District & Borough Councils overall, East Sussex County Council in relation to disabled children

Partners: Schools, Sports and Cultural Clubs, Community Facilities and Village Hall Committees, Libraries

Targets/Indicators:

- Take up of activities as identified in Quality of Life surveys
- Participation by disabled and children at special schools (baseline not available until Autumn 2005)
- Participation by children and young people who are looked after
- Take up of cultural and sporting opportunities by 5-16 years olds and people aged 16 and above, in particular from priority groups or new users (*to be developed*)
- Take up of activities as identified in the 'Straight To The Top 2' survey

3.3 Increase the proportion of 19 year olds who have achieved "Level 2" in education and training (at least 5 GCCE grades A-C or equivalent). (*Possible reward target*).

Lead: Learning & Skills Council (Sussex)

Partners: East Sussex County Council, Connexions

Targets/Indicators:

- Number of 19 year olds who have achieved Level 2 or equivalent in education and training

In addition to the targets set out in this section, the following targets from other blocks will also impact on children and young people:

7.1 *Promote exercise and activity*

10.2 *Improve support for carers*

12.1 *Increase business competitiveness in the leisure sector*

12.2 *Access to skills*

Outcome 4 Making a Positive Contribution: Being involved with the community and society and not engaging in antisocial behaviour

4.1 Reduce days lost through exclusion from school, particularly in Hastings.

Lead: East Sussex County Council

Partners: Schools Improvement Service, Schools, Connexions

Targets/Indicators:

- Number of days lost through fixed or permanent exclusions in relation to the number of pupils in primary phase, Countywide and in Hastings
- Number of days lost through fixed or permanent exclusions in relation to the number of

pupils in secondary phase, Countywide and in Hastings

4.2 Increase young people's involvement in decision making.

Lead: East Sussex County Council, District & Borough Councils

Partners: District & Borough Councils, Council for Voluntary Youth Service, Action in Rural Sussex, East Sussex Association of Local Councils, Voluntary and Community Sector

Targets/Indicators:

- To be developed (baseline to be collected at 'Straight To The Top' conference in November 05)

In addition to the targets set out in this section, the following targets from other blocks will also impact on children and young people:

- 10.1 *Increase the number of older people who are productively engaged in the process of development and design of services*
- 10.3 *Increase the number of people from minority groups engaged in the process of development and design of services*
- 18.1 *Empower local people*
- 18.2 *Improve the planning of the 'public realm'*

Outcome 5 Economic Well-being: Reduce economic disadvantage and from achieving full potential in life; and raising the aspirations of all young people

5.1 Reduce the number of young people aged 16-19 not in education training or employment (NEET) through expanded choice and better pathways through post 16 education (possible reward target).

Lead: East Sussex County Council and Connexions

Partners: Schools, Learning & Skills Council (Sussex), Job Centre+ , East Sussex Economic Partnership

Targets/Indicators:

- Percentage of 16-19 year olds that are NEET, by County, Borough and District
- Percentage of 19 year old care leavers in EET, by County, Borough and District

5.2 Increase the number of parents supported to achieve employment

Lead: Children's Centres?

Partners: Borough & District Councils, Job Centre+

Targets/Indicators:

- Number of parents supported to achieve employment through the Children's Centres

Enabling Measures:

1. to be developed

In addition to the targets set out in this section, the following targets from other blocks will also impact on children and young people:

8.2 *Improve economic wellbeing for low income households*

12.1 *Increase business competitiveness through training*

12.2 *Increase access to skills provision*

12.3 *Increase access to core skills training*

Outcome 6 Mandatory Outcome for NRF areas (Hastings) Raise standards in English, maths and science in secondary education so that by 2008, in all schools located in the districts in receipt of NRF, at least 50% of pupils achieve level 5 or above in each English, maths and science.

Healthier Communities and Older People Block

Outcome 7: Improved Health for East Sussex residents: promoting physical health, mental wellbeing and increasing life expectancy.

7.1 Promote physical and mental wellbeing

Lead: District & Borough Councils

Partners: Sport England, Voluntary and Community Sector, Primary Care Trusts, East Sussex County Council, Village Hall Committees, East Sussex Association of Local Councils, Community Colleges

Targets/indicators:

- Increase in GP referrals for exercise
- Take up of cultural and sporting opportunities, particularly by priority groups and older people

7.2 Reduce falls through preventative care and more intervention in the home and the community (*possible reward target*)

Lead: Primary Care Trusts

Partners: East Sussex County Council, East Sussex County Healthcare NHS Trust, East Sussex Fire & Rescue Service, Age Concern, District & Borough Councils, East Sussex Association for the Blind

Targets/indicators:

- Number of falls that lead to attendance at Accident & Emergency by an ambulance
- Number of people accessing Falls Prevention services
- Number of emergency hospital admissions as a result of falls

7.3 Reduce premature mortality rates (heart disease, stroke, cancer, suicide)

Lead: Primary Care Trusts

Partners: District & Borough Councils, East Sussex County Council, Voluntary and Community Sector

Targets/Indicators

- Reduction in premature (under 75s) mortality rates from heart disease and stroke and related diseases (target to be calculated based on national targets for 2010)
- Reduction in premature mortality rates from cancer (target to be calculated based on national targets for 2010)
- Reduction in mortality rates from suicide and undetermined injury

7.4 Reduce effects of smoking

Lead: Primary Care Trusts

Partners: Tobacco Alliance, District & Borough Councils, East Sussex County Council, East Sussex Fire & Rescue Service

Targets/Indicators

- Reduction in adult smoking rates (target to be calculated based on national targets for 2010)
- Reduction in the percentage of people smoking during pregnancy (in Super Output Areas related to Sure Start Areas)
- Smoke free NHS and Gov departments by 2006 and all enclosed workplaces and public places by 2007

7.5 Improve sexual health

Lead: Primary Care Trusts

Partners: District & Borough Councils, East Sussex County Council

Targets/Indicators

- Number accessing Genito-Urinary Medicine clinics
- Percentage of people aged 15-24 accepting Chlamydia screening

In addition to the targets set out in this section, the following targets from other blocks will also impact on healthier communities and older people:

- 2.1 *Promote healthy lifestyles*
- 2.2 *Reduce teenage pregnancy rates*
- 3.2 *Increase engagement in culture, sport and leisure opportunities*
- 18.3 *Increase home safety*

Outcome 8: Improved access to information, services and opportunities that support healthy, active lives for East Sussex residents.

8.1 Better access to information, services and choice in health and social care

Lead: East Sussex County Council

Partners: District & Borough Councils, Parish Councils, Action in Rural Sussex, Primary Care Trusts, Sompriti, Mental Health Joint Commissioning Team, Age Concern, Voluntary and Community Sector, Village Hall Committees

Targets/Indicators

- Provision of tailor made methods to efficiently deliver information and services to different parts of the community in collaboration with partners, including electronic access
- Provision of better support for carers, including access to information on what there is locally and how to access it
- Improvements in information about options for care to reduce the number of self-funders requiring support. (establish baseline in 2006)
- Use of existing community facilities when delivering services to local communities
- Implementation of community help points and kiosks (one-stop shops for citizens who want to enquire about or apply for any public service)

8.2 Improve economic wellbeing for low income households (*possible reward target*)

Lead: District and Borough Councils

Partners: Department of Work & Pensions, Citizens Advice Bureaux, East Sussex County Council, Primary Care Trusts, Age Concern, East Sussex Disability Association, Voluntary and Community Sector

Targets/Indicators

- Number of households in receipt of new benefits
- Increase in take up of 'warmer homes' grants

In addition to the targets set out in this section, the following targets from other blocks will also impact on healthier communities and older people:

2.1 *Promote healthy lifestyles*

5.2 *The number of parents supported to achieve employment through Children's Centres*

18.1 *Empower local people to have a greater voice and influence*

Outcome 9: Improved independence, well-being and choice for older people, people with physical disabilities, learning disabilities and mental health problems and those living with long-term conditions

9.1 Increase the number of people supported to live at home independently
(possible reward target)

Lead: East Sussex County Council

Partners: District & Borough Councils, Primary Care Trusts, Age Concern, Action in Rural Sussex, Voluntary and Community Sector, East Sussex Fire and Rescue Service.

Targets/Indicators

- Number of older people supported to live at home independently
- Provision of housing and support options including extra care housing
- Number of new Telecare users
- Number of adults in receipt of direct payments

9.2 Increase the responsiveness and quality of community care

Lead: Primary Care Trusts

Partners: East Sussex Hospitals NHS Trust, East Sussex County Council, Transforming Chronic Care Programme, Age Concern,

Targets/Indicators

- Percentage of people with long term conditions who say they have an improved quality of life
- Number of patients and staff who feel their care is well coordinated
- Number of people with long term conditions who receive annual medical reviews
- Number of emergency hospital admissions for people with long term conditions
- Number of people supported by community matrons
- Number of delayed transfers of care
- Provision of a broader and more extensive range of care schemes to prevent people going into hospital or helping them to regain independence after a stay in hospital

Outcome 10: Improved user, patient and carer experience and engagement.

10.1 Increase the number of older people who are productively engaged in the process of development and design of services *(possible reward target)*

Lead: East Sussex County Council

Partners: District & Borough Councils, Primary Care Trusts, Age Concern, East Sussex Fire & Rescue Service, Older People's Fora

Targets/Indicators

- Number of older people who are productively engaged in the process of development and design of services that meet their needs and aspirations (including those who are hard to reach)

10.2 Improve support for carers

Lead: East Sussex County Council

Partners: Voluntary and Community Sector, District & Borough Councils, Primary Care Trusts

Targets/Indicators:

- Number of carers who receive services
- Number of young carers identified

10.3 Increase the number of people from minority groups engaged in the process of development and design of services

Lead: East Sussex County Council

Partners: District & Borough Councils, Primary Care Trusts, Sompriti, Voluntary and Community Sector

Targets/Indicators:

- Effective engagement with minority individuals and groups through the Adult Social Care Equalities Action Plan

10.4 Improve the NHS patient and social care users' experience of services. The experience of black and minority ethnic groups will be specifically monitored as part of these surveys.

Lead: East Sussex County Council and Primary Care Trusts

Partners: Independent Social Care Providers, East Sussex County Healthcare NHS Trust

Targets/Indicators:

- Secure sustained improvements in NHS patient experience by 2008, ensuring that individuals are fully involved in decisions about their health care, including choice of provider, as measured by independently validated surveys.
- Improve older people's opinions of homecare services as measured by the Department of Health Home Care User Experience Survey.
- Engage a service user organisation to be actively involved in planning, training for and monitoring mental health services

In addition to the targets set out in this section, the following targets from other blocks will also impact on healthier communities and older people:

- 3.1 *Increase take up of nursery education*
- 3.2 *Increase engagement in culture, sport and leisure*
- 4.2 *Increase young people's involvement in decision making*
- 18.1 *Empower local people to have a greater voice and influence over local decision making and the delivery of services*

Outcome 11: (Mandatory Outcome for NRF area: Hastings) Reduce premature mortality rates, and reduce inequalities in premature mortality rates between neighbourhoods/wards, with a particular focus on reducing the risk factors for heart disease, stroke and related disease (CVD) (smoking, diet and physical activity)

Economic Development and Enterprise Block

Outcome 12: Contribute to increasing economic activity in the worst performing areas in East Sussex through improved business competitiveness, entrepreneurship and access to skills and skills development.

- 12.1** To promote sectors that are high value and those important to employment, whilst also encouraging lower environmental impact **(possible reward target)**

Lead: East Sussex County Council

Partners: Business Support organisations, Learning and Skills Council (Sussex), District and Borough Councils, East Sussex Economic Partnership, Hastings and Bexhill Economic Alliance, Federation of Small Businesses

Targets/Indicators:

% increase over baseline for:

- Electronic trading and usage of Information and Communications Technology
- Markets for business
- Gross Value Added per economically active person
- Gross Value Added contribution by sector
- Number of businesses assisted to improve performance
- Number of adults on level 3 programmes in the following key sectors and areas of CoVE (Centre of Vocational Excellence) activity
 - Tourism (including sport and recreation)
 - Retail
 - Engineering

Others to be considered:

- Target that shows robust link to activity and narrowing the gap in the most deprived areas

- 12.2** Increase access to skills provision (post 19, up to and including NVQ2 or equivalent) for individuals, including the unemployed. **(possible reward target)**

Lead: Sussex Learning & Skills Council

Partners: East Sussex County Council, District and Borough Councils, Further Education Colleges, East Sussex Learning Partnership, East Sussex Economic Partnership, Hastings and Bexhill Economic Alliance

Targets/Indicators:

- Number of adults achieving a nationally accredited qualification (including English as a Second Language) as part of the Skills for Life Strategy
- Number of adults participating in work-based learning, up to and including level 2
- Number of adults on full level 2 programmes

12.3 Skills development for employers and employees

Lead: Learning & Skills Council (Sussex)

Partners: East Sussex County Council, District and Borough Councils, Further Education Colleges, East Sussex Learning Partnership, East Sussex Economic Partnership, Hastings and Bexhill Economic Alliance, Voluntary and Community Sector

Targets/Indicators:

- Number of adult enrolments within East Sussex colleges citing employer involvement in learning
- Level of employer satisfaction in East Sussex, as measured by the Satisfaction Index
- Number of East Sussex employers engaged by the People Development Advisory Network at each of the following three levels:
 - Level 1 - Quick Information
 - Level 2 - Quick Advice
 - Level 3 – In Depth Advice and Information

Others to be considered:

- Potential additional target concentrating on narrowing the gap between deprived areas and the rest of East Sussex

12.4 Improve economic performance in the worst performing districts in East Sussex

Lead: Hastings Borough Council

Partners: Hastings and Bexhill Economic Alliance, East Sussex Economic Partnership, Sussex Enterprise, 1066 Enterprise

Targets/Indicators:

- VAT registrations/de-registrations (annual by district and County)
- Numbers of businesses in deprived areas assisted in improving performance (annual Business Link reports)
- Household income (ESCC annual CACI data report, by ward level)
- Earnings by residence (Annual Survey of Hours and Earning (ASHE) by district and County)

- Employment rates (Job Seekers Allowance claimants monthly by ward and Super Output Area)

In addition to the targets set out in this section, the following targets from other blocks will also impact on economic development and enterprise:

3.3 *Increase the number of 19 year olds who have achieved level 2 in education and training*

5.2 *The number of parents supported to achieve employment through Children's Centres*

Outcome 13: Mandatory Outcome for NRF areas (Hastings) - For those living in the wards with the worst labour market position that are also located within the districts in receipt of NRF, significantly improve their overall employment rate, and reduce the difference between their employment rate and the overall employment rate for England.

13.1 Reduce the number of long term unemployed people in the most deprived wards

Lead: Hastings Borough Council

Partners: Hastings and Bexhill Economic Alliance, East Sussex Economic Partnership, Sussex Enterprise, 1066 Enterprise

Targets/Indicators:

- Job Seekers Allowance claimants by age and duration (monthly by ward and Super Output Area)
- Plus targets within the Neighbourhood Renewal Strategy

Outcome 14: Mandatory Outcome for NRF areas (Hastings) in receipt of LEGL funding (not yet awarded but will be being bid for) To increase total entrepreneurial activity amongst the local population

Outcome 15: To support the sustainable growth, and reduce the unnecessary failure of locally owned business. Mandatory Outcomes for NRF areas (Hastings) in receipt of LEGL funding (not yet awarded but will be being bid for)

Outcome 16: Mandatory Outcomes for NRF areas (Hastings) in receipt of LEGL funding (not yet awarded but will be being bid for) To attract appropriate inward investors, making use of local labour resources

Note: Work is ongoing with the South East Counties to look at possible joint employment measures

Safer and Stronger Communities Block

Outcome 17 To reduce crime, the harm caused by illegal drugs/alcohol, reassure the public and reduce the fear of crime and anti-social behaviour

17.1 Reduce crime, fear of crime and anti-social behaviour (*Possible reward target*)

Lead: Sussex Police

Partners: Crime and Disorder Reduction Partnerships, National Probation Service (Sussex), Voluntary and Community Sector

Targets/Indicators:

- British Crime Survey (BCS) Comparator Crime basket targets
- Survey based indicator of crime (to be negotiated as the basis of the stretch target)

Enabling Measures:

- Agree to a local survey in order to determine progress in reduction of crime
- Adopting 05/06 as the baseline year for BCS Comparator crime reduction targets or similar adjustment
- The use of money generated by Fixed Penalty Notices to be available for community safety initiatives

17.2 Reduce adult re-offending rates of 'Priority and Persistent Offenders' (PPOs). (*Proposed reward target*)

Lead: National Probation Service (Sussex)

Partners: Sussex Police, Crime and Disorder Reduction Partnerships, East Sussex County Healthcare Trust, District & Borough Councils, Drug and Alcohol Action Team, East Sussex County Council, Sussex Downs and Weald Primary Care Trust, Voluntary and Community sector

Target/Indicators:

- Reduce the number and/or percentage of Priority and Persistent Offenders (PPOs) re-convicted for a similar offence
- Increase in the proportion of adult PPOs screened as having a Class A drug problem engaging with treatment.
- In year 1 develop an agreed approach to providing accommodation and associated support for adult PPOs on the 'resettle and rehabilitate' strand; in years 2 and 3 establish a target along the lines – 'increase the number of PPOs on the rehabilitate and resettle strand who have access to appropriate accommodation and associated support'.

Enabling Measures:

- Drugs Intervention Programme (DIP) and DAAT Pooled Treatment Budget being available for alcohol initiatives (also 17.4 and 17.6)

17.3 Reduce domestic violence (*Possible reward target*)

Lead: Sussex Police

Partners: East Sussex County Council, Primary Care Trusts, District & Borough Councils, Voluntary and Community Sector

Target/Indicators:

- Increase number of domestic violence incidents that are reported to the Police
- Reduce proportion of repeat incidents through domestic violence perpetrators reduction panels
- Increase BVPI 225 performance

17.4 Increase participation of problem drug and alcohol users in treatment programmes

Lead: Drug and Alcohol Action Team

Partners: Voluntary and Community Sector, Primary Care Trusts

Target/Indicators:

- Increase participation of problem drug users in drug treatment programmes (Adult and Young People)
- Increase number of adults from priority groups receiving alcohol treatment or a brief intervention for alcohol misuse

Enabling Measures:

- Drugs Intervention Programme (DIP) and DAAT Pooled Treatment Budget being available for alcohol initiatives (also 17.2 and 17.6)

17.5 Improve public awareness of the actual levels of crime and anti-social behaviour in East Sussex

Lead: Crime and Disorder Reduction Partnerships

Partners: Crime and Disorder Reduction Partnerships, Parish Councils, Voluntary and Community Sector

Target/Indicators:

- Reduce the proportion of residents saying they are in fear of being a victim of crime
- % of residents surveyed who said they feel 'fairly safe' or 'very safe' outside a) during the day; b) after dark

17.6 Deliver the Alcohol Strategy

Lead: Drug and Alcohol Action Team

Partners: Primary Care Trusts, Sussex Police, East Sussex County Council, Districts & Boroughs

Target/Indicators:

- Develop comprehensive data and information sharing arrangements as phase 1 of an integrated alcohol strategy
- By March 2007 establish a comprehensive multi-agency Alcohol Strategy implementation plan
- Early start on agreed Alcohol Strategy (actions yet to be identified)
- 2007/08 and 2008/09 Alcohol Strategy implementation

Enabling Measures:

- Drugs Intervention Programme (DIP) and DAAT Pooled Treatment Budget being available for alcohol initiatives (also 17.2 and 17.4)

In addition to the targets set out in this section, the following targets from other blocks will also impact on safer and stronger communities:

1.1 *Reduce injuries to children*

1.2 *Reduce incidences of bullying*

1.3 *Reduce number of young people who are victims of crime*

18.1 *Empower local people to have a greater voice and influence over local decision making and the delivery of services*

Outcome 18 To empower local people to have a greater voice and influence over local decision making and the delivery of services

18.1 Empower local people to have a greater voice and influence over local decision making and the delivery of services (proposed reward target).

Lead: East Sussex Association of Local Councils and Action in Rural Sussex

Partners: Districts & Boroughs, East Sussex County Council, East Sussex Economic Partnership, Voluntary and Community Sector

Target/Indicators:

Strengthen the engagement of residents in both identifying local needs and acting to tackle them:

- Strengthen Village and Neighbourhood and Local Action Plans and links with other plans/strategies; strengthen Community Networks and Community Empowerment Networks
- Level of satisfaction of residents surveyed 'Opportunities to participate and influence local planning and decision making processes'
- Number of Parish and Town Council clerks with accredited training and councils attaining the 'Quality Mark'
- Number of contested local elections
- Improve rural access by extending the Parish based audit across East Sussex and improve access in line with the outcomes of the audit

Improve rural access by extending the Parish based audit (piloted in Ticehurst) across East Sussex (4/5 year horizon) and improve access in line with the outcomes of the audit:

- Level of satisfaction of residents surveyed 'Opportunities to participate and influence local planning and decision making processes'
- Level of satisfaction of residents surveyed (Level of public transport services available also now referred to as ' the % of residents who think that for their local area, over the past 3 years, that a) public transport has got better or stayed the same

18.2 Improve the planning of 'the public realm' in order to reduce crime and anti-social behaviour and increase public satisfaction by residents with the neighbourhood in which they live. (proposed reward target).

Lead: East Sussex County Council with District & Borough Councils

Partners: Arts Partnership, Parish Councils

Targets/Indicators:

- Year 1: agree a County strategy and identify rural and urban pilot areas
- Year 2 and 3: Carry out audits and implement action plans

18.3 Increase home safety (to include recognition of vulnerability – child and adult)

Lead: East Sussex Fire and Rescue Service and East Sussex County Council

Partners: District & Borough Councils, Sussex Police, Voluntary and Community Sector

Targets/Indicators:

- Number of contact cards issued
- Number of professionals receiving training
- Quality of Life Indicators?
- Raise public awareness of adult protection issues
- Performance against ESFRS BVPI 142 i & ii – calls to primary fires
- Performance against ESFRS BVPI 143 i, ii & iii deaths and serious injuries due to accidental fires in dwellings

18.4 Reduce the number of deaths and serious injuries due to road accidents (Proposed reward target as an extension to LPSA1).

Lead: East Sussex County Council

Partners: East Sussex Fire Rescue Services, Sussex Police, District and Borough Councils, Parish Councils

Targets/Indicators:

- Reduce number of deaths and serious injuries

Enabling Measures:

- Local determination of the location of speed cameras
- The use of money generated from speed cameras to be available for road safety initiatives.

18.5 Increase community cohesion

Lead: East Sussex County Council and District and Borough Councils

Partners: Sussex Police, Sompriti, Voluntary and Community Sector, Parish Councils

Targets/Indicators:

- Increase the proportion of adults who say that people from different backgrounds get on well in their area.
- Increase the number of racist incidents that are reported
- Reduce the proportion of repeat racist incidents

18.6 Promote active citizenship by encouraging more people from all sections of the community to be involved in volunteering (possible reward target)

Lead: East Sussex County Council and Volunteer Development Agencies

Partners: Sussex Police, Voluntary and Community Sector, District and Borough Councils

Target/Indicators:

- Increase the number of trained volunteers working in the drug and alcohol sector by X%

- Increase the number of road safety volunteers: cycling proficiency, walking buses, speed safety sign operators
- Increase the number of volunteers involved in policing (e.g. Neighbourhood Watch, Local Action Teams / Groups, special constabulary).
- Increase employer volunteering

In addition to the targets set out in this section, the following targets from other blocks will also impact on safer and stronger communities:

- 1.1 *Reduce injuries to children*
- 4.2 *Increase young people's involvement in decision making*
- 7.2 *Reduce falls*
- 8.1 *Better access to information, services and choice in health and social care*
- 10.1 *Increase the number of older people who are productively engaged in the process of development and design of services*
- 10.3 *Increase the number of people from minority groups engaged in the process of development and design of services*

Outcome 19 Mandatory Outcome for NRF areas (Hastings)- Reduce overall crime in line with local Crime and Disorder Reduction Partnership targets and narrow the gap between the worst performing neighbourhoods/wards and other areas across the district.

Lead: Hastings Borough Council

Partners: Sussex Police, Hastings Crime and Disorder Reduction Partnership

Target/Indicators:

{N.B. Targets are set out in the Neighbourhood Renewal Strategy and agreed with Home Office and Office of Deputy Prime Minister NR unit; that is:

- To reduce crime pan Hastings year on year by 8% to 2008
- To reduce crime by 10% in deprived wards year on year to 2008
- To reduce crime by 12% in the 20% most deprived super output areas

Baseline: Crime reductions based on recorded crime in the year 2003/4

Outcome 20 Mandatory Outcome for NRF areas (Hastings) -As part of an overall housing strategy for the district, improve housing conditions within the most deprived neighbourhoods/wards, with a particular focus on ensuring that all social housing is made decent by 2010.

20.1 Improve Standards in private sector and social housing

Lead: District and Borough Councils

Partners: Housing Associations

Targets/Indicators:

- Increase the proportion of social housing in East Sussex meeting the decent home

standard

- Increase the proportion of vulnerable households in the private sector, including families with children, who live in decent homes

20.2 Increase across East Sussex the number of empty homes brought into use

Lead: District and Borough Councils

Partners: Housing Associations

Targets/Indicators:

To be developed

20.3 Reduce the number of households accepted as homeless and in housing need throughout East Sussex

Lead: District and Borough Councils

Partners: Housing Associations

Targets/Indicators:

- Housing advice service: preventing homelessness
- Reduction in the number of households considered to be homeless and in housing need
- Reduction in the numbers considered to be homeless and in housing need per 1000 households
- Average length of stay of homeless families in B&B
- % change in non-decent local authority dwellings

20.4 Housing Affordability? (Districts and Boroughs to consider)

Strive to create balance, inclusive and mixed housing communities across East Sussex (Hastings suggestion)

Lead:

Partners:

Possible Targets/Indicators:

- Increase the number of new affordable homes for rent
- Increase the number of new affordable homes for key workers and others in intermediate housing need
- Improve access to home ownership for those on low incomes

Note: Work is ongoing with the South East Counties to look at possible joint affordable housing measures

Outcome 21 Mandatory Outcome for NRF Areas (Hastings) - Improve the quality of the local environment by reducing the gap in aspects of liveability between the worst neighbourhoods/wards, and the district as a whole, with a

particular focus on reducing levels of litter and detritus

Outcome 22 Mandatory Outcomes for areas with Neighbourhood Funding (Hollington and 3 Super Output Areas in Hastings)¹ - to have cleaner, greener and safer public spaces

22.1 Across East Sussex reduce the impact of fly-tipping, abandoned cars and graffiti (Proposed reward targets).

Lead: District and Borough Councils

Partners: East Sussex County Council, East Sussex Association of Local Councils, Neighbourhood Watch schemes, East Sussex Fire and Rescue Service, Environment Agency, Sussex Police.

Targets/Indicators:

- % of abandoned cars investigated within 24 hours of notification and removed
- the proportion of relevant land and highways (expressed as a %) that is assessed as having combined deposits of litter and detritus that fall below an acceptable level
- the proportion of relevant land and highways (expressed as a %) from which unacceptable levels of graffiti are visible
- the year on year reduction in total numbers of flytipping incidents and increase in total number of enforcement actions taken
- Residents satisfaction with cleanliness of their area

22.2 Reduce the total levels of waste produced in East Sussex (Proposed reward target).

Lead: District and Borough Councils

Partners: Voluntary and Community Sector, East Sussex County Council,

Targets/Indicators:

- % of household waste recycled
- reducing packaging? (Look at West Sussex)
- Kgs household waste per head (BVPI 84).

¹ N.B. The three Neighbourhood Element SOAs are:

EO1020972	Broomgrove Estate / Harkness Drive	Baird Ward
EO1020989	Chapel Park Road / Clyde Road	Gensing Ward
EO1021015	Farley Bank / Halton	Tressell Ward

Each has a set of different domain rankings in the lowest 3% nationally:

Broomgrove: Income deprivation, employment, health, education, child poverty.

Gensing: Employment, health, crime.

Farley Bank / Halton: Income deprivation, child poverty.

Priorities are being developed to address these.

NB: Each SOA also has domains in the lowest 10% nationally.

22.3 Increase public awareness of the need for water conservation in East Sussex.

Lead: Environment Agency

Partners: East Sussex Fire and Rescue Service, East Sussex County Council, District and Borough Councils, East Sussex Economic Partnership, Voluntary and Community Sector

Targets/Indicators:

- Reduction in water Consumption per head
- Percentage of households with a water meter

Enabling Measures:

Consider looking for a measure whereby the water companies can be encouraged by GOSE to work in partnership on this issue

Outcome 23 Mandatory Outcomes for areas with Neighbourhood Funding (Hollington and 3 Super Output Areas in Hastings)² To improve the quality of life for people in the most disadvantaged neighbourhoods and ensure service providers are more responsive to neighbourhood needs and improve their delivery

² N.B. The three Neighbourhood Element SOAs are:

EO1020972	Broomgrove Estate / Harkness Drive	Baird Ward
EO1020989	Chapel Park Road / Clyde Road	Gensing Ward
EO1021015	Farley Bank / Halton	Tressell Ward

Each has a set of different domain rankings in the lowest 3% nationally:

Broomgrove: Income deprivation, employment, health, education, child poverty.

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Priorities are being developed to address these.

NB: Each SOA also has domains in the lowest 10% nationally.