

Report to: East Sussex Health and Wellbeing Board.

Date of meeting: 15 July 2025

By: Darrell Gale, Director of Public Health.
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Title: Annual Report of the Director of Public Health in East Sussex - Postcards from the Coast. Coastal Communities in East Sussex, their health, wellbeing and assets.

Purpose: To share the Annual Report of the Director of Public Health in East Sussex - Postcards from the Coast. Coastal Communities in East Sussex, their health, wellbeing and assets.

RECOMMENDATIONS

The Board is recommended to review and champion the 2024-25 Annual Report of the Director of Public Health in East Sussex - Postcards from the Coast. Coastal Communities in East Sussex, their health, wellbeing and assets, ahead of wider dissemination and publication.

1. Background

- 1.1 This year's annual report is titled Postcards from the Coast. Coastal Communities in East Sussex, their health, wellbeing and assets, ahead of wider dissemination and publication at the end of July.
- 1.2 The report is a final draft with final revisions being worked through with the graphic designer. Following final revisions, like all [Annual Reports](#) it will be published on the [East Sussex Joint Strategic Needs Assessment](#) website.

2. Supporting Information

- 2.1 East Sussex has a nationally significant and internationally recognised coastline, including the Seven Sisters, Cuckmere Haven, Beachy Head and Camber Sands. These natural wonders neighbour many coastal towns, villages and communities. These places are enjoyed by residents and visitors alike. Each of our coastal towns and communities have their own unique character and this report aims to showcase this as well as outline their health and wellbeing.
- 2.2 This report builds on the Chief Medical Officers 2021 report, [Health in Coastal Communities](#). Hastings was included within the CMO report as a case study and we hope this report will provide local partners with an opportunity to learn more about the health and wellbeing and the assets in each of these coastal communities, from East Saltdean in the west to Camber in the east of East Sussex.
- 2.3 We have proactively sought contributions from local borough, town and parish councils to capture views and perspectives on the health, wellbeing and assets of each place within the report. These complement the quantitative data included within the report.

Where contributions were made, they have been attributed. We hope that by including these additional contributors within this report, this will support future collaboration with town and parish councils.

- 2.4 Living by the coast offers numerous benefits for both mental and physical health. Coastal living can encourage an active lifestyle with opportunities for walking, swimming, and other outdoor activities. However, the sea also acts as a barrier to opportunity and restricts communities from achieving their full potential.
- 2.5 The age profile of some of our coastal locations, levels of deprivation and 'coastal features' all influence the health, wealth and happiness of our coastal communities. The data highlights that when a range of health, wellbeing and other data is compared by coastal and non-coastal populations, our coastal populations are more socially and economically disadvantaged, often have poorer health outcomes and, in some locations, have a shorter life expectancy.
- 2.6 The health and wellbeing of these coastal communities could be improved. Therefore, the report provides details of some of the programmes being implemented to address the health and wellbeing of coastal communities.
- 2.7 This report has tried to incorporate learning from reports that have won the Association of Directors of Public Health ([ADPH Annual Report Celebration](#)) and cover the themes from [all the previous local Director of Public Health reports since 2018](#). This is to ensure these issues are viewed through a 'coastal' lens. Furthermore, we hope by referencing the previous reports, readers of this report are reminded and encouraged to revisit previous publications.
- 2.8 This report has also used language from the toolkit produced by Frameworks UK and the Health Foundation on how to make more impact on talking about the wider determinants of health. As a final version is prepared, some of the language will be further refined in line with the guidance on [How to talk about the building blocks of health | The Health Foundation](#).

3. Conclusion and Recommendations

- 3.1 The 2024-25 Annual Report of the Director of Public Health in East Sussex - Postcards from the Coast. Coastal Communities in East Sussex, their health, wellbeing and assets is now available to be reviewed by the Health and Wellbeing Board.
- 3.2 The Board is recommended to review and champion the 2024-25 Annual Report of the Director of Public Health in East Sussex - Postcards from the Coast. Coastal Communities in East Sussex, their health, wellbeing and assets, ahead of wider dissemination and publication.

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