


Appendix 9: Rother District Council – Local Strategic Context

Policy/ Strategy/Other Relevant Factors		
Locality Description	<p>Located in the easternmost part of East Sussex, and bordering Kent, Rother is a predominantly rural district which includes pockets of severe and enduring deprivation, within an area of relative affluence. The District derives its name from the River Rother which traverses the northern part of the area from Ticehurst through rural villages to reach the English Channel at Rye.</p> <p>The District covers some 200 square miles and serves a population of around 90,000 residents. The main urban areas are Bexhill with its distinctive town centre and seaside character and the historic towns of Battle and Rye.</p>	

Policy/ Strategy/Other Relevant Factors	
Rother District Council Corporate Plan 2020-2027	 <p>The diagram illustrates the council's vision and strategic priorities. At the center is a large green hexagon with the text "OUR VISION" and "To put residents at the heart of all we do". Surrounding this central hexagon are six smaller green hexagons, each representing a strategic priority: "Financial stability" (top), "Increasing the supply of affordable homes across the District" (top-right), "Protecting the natural environment and tackling climate change" (bottom-right), "Empowering our people and strengthening our processes and resources" (bottom), "Delivering more effective services" (bottom-left), and "Prosperity and economic development" (top-left). A green rounded rectangle with the website "www.rother.gov.uk" is positioned to the left of the central hexagon. The background features a light green pattern of stylized buildings and foliage.</p>

Policy/ Strategy/Other Relevant Factors	
	<div data-bbox="465 363 1785 427"> <p>PRIORITY OBJECTIVES</p> </div> <div data-bbox="465 427 1785 1305"> <p>CLIMATE EMERGENCY To establish and deliver a plan to ensure Rother District Council is carbon neutral by 2030.</p> <p>FINANCIAL STABILITY To rectify the financial deficit and bring the Council to a secure financial footing by the end of 2025/26.</p> <p>INCREASE THE SUPPLY OF AFFORDABLE HOMES THROUGHOUT THE DISTRICT To deliver 400 affordable rent homes by end 2023.</p> <p>HOUSING LIST REDUCTION To reduce the Rother Housing list from 1,600 (as at December 2019) to 1,200 by the end of 2023.</p> <p>HOUSING To bring Rother above a 5-year land supply by the end of 2023.</p> <p>EMPOWERED ORGANISATION To create an organisational structure that allows for a clearer, more effective resident focused organisation by the end of 2023.</p> <p>A FAIRER SOCIETY To build a fairer society by promoting acceptance and equality in the District, developing an Anti-Poverty Strategy to improve existing support services and identifying new ways of working in collaboration with the voluntary sector to reduce poverty and hardship within the District.</p> <p>DEVELOPMENT OF ROTHER'S ECONOMY To lift the average indexed wage in the Rother District from the bottom of the national league table by the end of 2023.</p> <p>AN OPEN COUNCIL To improve access to Council meetings, ensuring increased transparency, meaningful consultation and better visibility by the end of 2023.</p> <p>A TOWN COUNCIL FOR BEXHILL-ON-SEA To form a Parish (Town) Council for Bexhill with effect from 1 April 2021 with the first elections in May 2021.</p> </div> <div data-bbox="465 1305 1785 1460"> <p>A FAIRER SOCIETY</p> <p>Improve levels of physical activity amongst residents experiencing socio-economic deprivation and poor health outcomes. New leisure contract delivers demonstrable improvement in levels of activity amongst residents experiencing deprivation.</p> </div>

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors	
Local Plan Core Strategy (2011-2028)	<p>The overall vision for Rother contained in the Core Strategy presents a description of Rother in 2028, highlighting the changes from today. “Rother District is recognised for its high quality of life, where there is a strong emphasis on community life. This has been achieved by continuing to support and further develop vibrant, safe, balanced and inclusive communities.</p> <p>There is a strong commitment to a more sustainable, low carbon future and adapting to climate change. There is sensitive stewardship of environmental resources and conservation of the area’s outstanding environmental and cultural assets. Sustainable economic growth has been secured, with much improved job opportunities, which encourage young people to stay in the area and provides greater prosperity for all. Improved economic and social well-being has been facilitated by better access to jobs and services, in both urban and rural areas, and improved connectivity with the rest of the region, including through effective telecommunications networks. Development and change has contributed significantly to meeting local needs and aspirations, having responded positively to the district’s circumstances, as well as to regional and sub-regional imperatives.</p> <p>There has been a notable improvement in economic conditions in the coastal towns of Bexhill and Rye as a result of a strong focus on regeneration notably through close working with neighbouring Hastings.</p> <p>Bexhill has retained and strengthened its distinct identity and become one of the most attractive places to live on the south coast - attractive to families, the young and older people alike. It is the main focus of development in the district, and this continues to enable improvements in the supply of jobs and services.</p> <p>Rye has improved its economic and social circumstances whilst fully respecting and sensitively managing its historic character, vulnerability to flooding and ecologically important setting. It maintains a strong tourism sector and Port activities. The inland and essentially rural areas of Rother, falling mainly within the High Weald AONB, retain their essential local character. Battle continues to be a thriving small market town and tourist centre which retains its character, with sensitive conservation of its historic core and setting.</p> <p>The character and diversity of villages has also been retained. They are vibrant and inclusive, having evolved organically in a manner sensitive to their surroundings. The countryside continues to be protected for its intrinsic value as well as being more accessible and economically active, while change is carefully managed to respect its character.”</p> <p>The vision translates into the following Strategic Objectives; Table 1 – Strategic Objectives for Rother District Vision 2028 Theme Strategic Objective Overall Spatial Strategy To achieve a pattern of activity and development that contributes to the Sustainable Community Strategy, the ‘Spatial Vision’ and responds to particular local circumstances and environmental resources.</p> <p>Through the development of the Local Plan the vision, objectives, key issues and challenges will be determined. The following table (Figure 4) outlines the considerations that will be made by officers, Members and other stakeholders when determining the appropriate mechanism for delivering each element in the production of the Local Plan.</p>

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors

Rother New Local Plan early Engagement 2039

Figure 4: Key Considerations to be made for the Local Plan

Element to be included in the Local Plan	Considerations	How they will be determined	Element to be included in the Local Plan	Considerations	How they will be determined
Vision for Rother in 2039	<p>The following areas of focus were identified prior to early engagement on the Local Plan.</p> <ul style="list-style-type: none"> Areas of focus to be incorporated into the Vision: <ul style="list-style-type: none"> ➢ Climate Change, ➢ Housing need, ➢ Sustainable Economic Growth, ➢ Environmental Protection, ➢ Historic Character, ➢ Tourism, ➢ Quality of life, ➢ Inclusivity for all. Consider what has changed since the delivery of the Core Strategy. Respond to the current elevated environmental and Climate Change focus by delivering a Local Plan which delivers the targets and ambitions of the Council's Environment Strategy. 	<ul style="list-style-type: none"> Visioning/Objective Priorities of Members – Analysis of responses from early engagement exercise. The areas of focus to be prioritised in the vision include: <ul style="list-style-type: none"> ➢ Sustainable transport ➢ Maintained landscape ➢ Biodiversity ➢ Economic growth ➢ Beautiful well designed areas ➢ Conserving the High Weald ➢ Sustainable/low energy housing ➢ Community focus 	for Hastings and Bexhill (Joint Member Group)	<p>some synergy in evidence base and joint approach, but not looking to synchronise Local Plan delivery timetable.</p> <ul style="list-style-type: none"> Working together on cross boundary strategic planning issues, such as infrastructure, housing and employment land provision. Statement of Common Ground and Duty to Cooperate – prepare early in the plan making process 	<p>that will be outlined in respective Local Plans</p> <ul style="list-style-type: none"> Identified opportunities to work together on evidence base e.g. Housing and Economic Development Needs Assessment (HEDNA) and the SA/SEA Scoping Report. Develop a complimentary policy direction and delivery strategy for the wider housing and economic market (Housing Market Area and Functional Economic Market Area)
Objectives for the Local Plan	<p>The following areas of focus were identified prior to early engagement on the Local Plan.</p> <ul style="list-style-type: none"> Link proposed objectives to the key themes of the Corporate Plan: Places, People and Prosperity (Performance is an overarching objective) Spatial and Strategic Objectives: Ensure the follow elements are incorporated into objectives, and understand that these may be interlinked: <ul style="list-style-type: none"> ➢ Places – Spatial Development Strategy, Urban Rother, Rural Rother, Sustainable Development ➢ People – Local Communities ➢ Prosperity – Sustainable Economy, Climate Change, Environmental Protection, Infrastructure and Connectivity 	<ul style="list-style-type: none"> Visioning/Objective Priorities of Members – Analysis of responses from early engagement exercise. The areas of focus to be prioritised in the objectives include: <ul style="list-style-type: none"> ➢ Zero Carbon ➢ Broadband ➢ Sustainable Transport ➢ Transport Connectivity/facilities ➢ Community ➢ Affordable Housing ➢ High Weald AONB ➢ Preservation of village/rural & place identity ➢ Housing for local need ➢ Economic prosperity/employment 	Key Issues and Challenges	<ul style="list-style-type: none"> The following issues and challenges will be considered: <ul style="list-style-type: none"> ➢ Seeking to meeting overall housing (including affordable and specialist) need in Rother District ➢ Securing economic improvement and regeneration ➢ Carbon reduction and adaptation to climate change ➢ Maintaining safe places to live ➢ Supporting strong, sustainable communities ➢ Planning for an ageing population ➢ Better access to jobs and services ➢ Conserving environmental quality, delivering Nature Recovery Networks and ensuring biodiversity net gain ➢ Better facilities for sports, leisure and culture ➢ Provision of strategic infrastructure to support the delivery of development (identified through the IDP and Infrastructure Funding Statement) ➢ Managing uncertainties and contingency planning ➢ Duty to Cooperate with neighbouring planning authorities and statutory organisations ➢ Meeting the requirements of the SA/SEA/Habitats Regulation Assessment and its related legislation 	<ul style="list-style-type: none"> Key Issues and Challenges formalised through the development of the Council's SA/SEA Scoping Report. Other mechanisms for identifying issues and challenges: <ul style="list-style-type: none"> ➢ Duty to Cooperate meetings, ➢ SA/SEA Scoping Report baseline position, ➢ the initial outcomes of the HEDNA study ➢ Infrastructure Delivery Plan and the Infrastructure Funding Statement
Shared Statement/Approach for future development and prosperity	<ul style="list-style-type: none"> Shared Statement/Approach: Liaise directly with Hastings Borough Council, working together on joint evidence. Discussed, but agreed not to prepare a joint Local Plan. Respective timetables allow for 	<ul style="list-style-type: none"> A shared statement/approach will be considered through Duty to Cooperate meetings with Hastings BC. Consider an agreed shared statement or 	Development	<ul style="list-style-type: none"> There are several considerations that will 	<ul style="list-style-type: none"> The Council will firstly use its

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors

Element to be included in the Local Plan	Considerations	How they will be determined	Element to be included in the Local Plan	Considerations	How they will be determined
Strategy Considerations	<p>need to be made by the Council in seeking to meet is potential step change in residential development. All options and potential strategies will be considered, as follows:</p> <p>Spatial Principles for Planning Development:</p> <ul style="list-style-type: none">➢ Settlement studies➢ Principles for development in the High Weald Area of Outstanding Natural Beauty (AONB),➢ Strategic/Countryside Gap between settlements,➢ Gypsy and Traveller Provision <p>Strategy Options:</p> <ul style="list-style-type: none">➢ Need to maximise supply of housing in line with the standard methodology identified level of need,➢ Assess whether proportional growth across the District is appropriate and a realistic opportunity➢ Focus on development along key transport corridors➢ Urban Intensification and redevelopment➢ Urban extensions including development along Hastings Fringes➢ New settlements➢ The role and relationship of Neighbourhood Development Plans➢ Windfall Development Strategy➢ Consider the capacity for growth in rural areas➢ Delivery of renewable energy schemes and policy ambitions <p>Policy Options for Growth:</p> <ul style="list-style-type: none">➢ Consider the use of new or amended settlement development boundaries,➢ Identify potential site allocations,➢ Assess the capacity and sustainability of settlements through the evidence base,➢ Balanced residential and commercial growth across the District,	<p>Housing and Economic Land Availability Assessment (HELAA) to identify sites that are suitable, available and achievable for development. This study will not be dictated to by a housing target but will seek to identify the maximum supply of available sites.</p> <ul style="list-style-type: none">• In seeking to maximise supply, and informed by the HELAA, the Council may consider a combination of various policy options as overall options in isolation may be limited.• Options for development will be discussed during the key tasks associated with 'Stage 5 – Option Development outlined in the Scope of Work'.• There will be early consideration of whether there are any cross-boundary locations for growth, and whether any locations have cross boundary strategic planning implications.• Once the Council has considered its development strategy, it may be necessary to engage with neighbouring LPAs to request their ability to help meet any unmet housing or employment need.		<ul style="list-style-type: none">➢ Consider affordable housing policies and exception sites,➢ Consider infrastructure provision to support development➢ Consider the overall viability of development to deliver the Council's 'Green Agenda'• Need to consider the potential for cross-boundary growth locations• If necessary, engaging with neighbouring LPA's to request their ability to assist with any unmet need	
			Topic/Background Paper approach to New Local Plan	<ul style="list-style-type: none">• A topic paper based approach is proposed to ensure conformity with NPPF/PPG, other planning guidance and the development of policy options through the Sustainability Appraisal framework, to reach preferred policy options. A topic/background paper approach helps provide the level of detail that ensures explanatory text in the Local Plan is focused and not excessive.• The background/topic papers will need to remain focussed, explaining the development of policies, with appropriate cross references to and summarises of the Sustainability Appraisal, without repeating its specific purpose.• The Council will undertake a compliance check with Parts 2 to 4 of the PAS Toolkit as the Local Plan progresses. This will also assist in the overall development of the background papers.	<ul style="list-style-type: none">• Topic Background Papers could include (but not limited to):1. Development Strategy: Housing and Employment numbers and distribution2. Housing Policies3. Employment and Commercial Development4. Environmental and Heritage Management5. AONB & Landscape6. Infrastructure Provision7. Development Management Policies8. Community Facilities9. Adapting to Climate Change10. Development Boundaries and Strategic Gaps <ul style="list-style-type: none">• Can generally follow the same structure, as proposed, but to be reviewed as they are prepared:➢ Introduction➢ Local Context➢ National Policy Context➢ Local Policy Context➢ Issues/Challenges➢ Evidence➢ Policy Options/Alternatives➢ Sustainability Appraisal

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors			
	Element to be included in the Local Plan	Considerations	How they will be determined
			➤ Conclusions
	<p>The Council have identified the range of evidence base that is required to support the production of the Local Plan in Appendix A of this report. Some of the work on this evidence has commenced and others will need to be commissioned over the next few months or can be undertaken in house. The Council is aware of the resources that are required to undertake the new Local Plan. A detailed project plan for the Local Plan will be prepared, including briefs and project plans for all of the individual evidence base documents, including the resources required.</p>		
Rother District Demographics	<p>A summary of the District's demography is set out below:</p> <div> <div>Population 94,995 residents (ONS Mid-Year 2017);</div> <div>Male 48.1% Female 51.9%</div> <div>Noteworthy projected change is in the older age group. Over 65s are projected to increase 20/5 by 2026 and 55% by 2041. By 2041 it is expected over 9,000 Rother residents will be over the age of 85.</div> <div>Households in Sidley, Central Bexhill and Rye experience more income deprivation than other areas in Rother. Parts of Sidley being in the top 10% of most deprived areas in the country, parts of central Bexhill and eastern Rother being in the top 20% most deprived.</div> <div>Sidley has lowest life expectancy (78.4 years) and highest levels of deprivation, whilst Ewhurst and Sedlescombe have the highest life expectancy (85.2 years) and low levels of deprivation.</div> <div>Over 23% of Residents have a disability or long term illness.</div> <div>71.4% of residents are economically active, however Rother residents earn less and are more likely to be in part-time work.</div> <div>Rother residents cycle and walk less than regionally or nationally.</div> <div>Overall crime rate is lower than the average across England</div> </div>		






Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors			
	Statistic	Rother District	England Average
	Car Ownership	19.0% of the existing population does not own a car	26% of people across England do not own a car
	Single person households	36.8% all ages; almost 14% are aged 65 or over. This has implications with an increased risk of loneliness.	England average all ages 30.21%. England average aged 65 or over 12.35%
	% of the population with qualifications	25%	22%
	People aged 16 – 74 in full time employment	29%	39%
	Life expectancy	83.7 for females and 81 for males	Higher than the South East male (80.7) and higher than England average male (79.6). Lower than the South East female (84.1) but higher than England average female (83.2).
	Obesity level at Year 6	16.6% 2018/2019	20.2% 2018/2019
	Adult obesity level	22.9%	24.1%
	Lone parent families	23.3%	24.5%
	Physically active (Undertake at least 150 minutes per week in the past month)	62%	63%
	Physically Inactive Undertake less than 30 minutes in the past month)	25%	25%
	Rural residents under Output Area Classification	30.6%	10.5%
	Urbanites under Output Area Classification	22.2%	18.6%
	Suburbanites under Output Area Classification	23.8%	20.8%
	constrained city dwellers under Output Area Classification	6.6%	6.2%
	Hard pressed living under Output Area Classification	14.6%	17.2%

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors	
	<p>Rother District Council Active Partnerships priorities include:</p> <div data-bbox="465 427 2128 737">      </div> <div data-bbox="510 667 676 689">Violent Crime</div> <div data-bbox="824 667 1055 737">Serious Acquisitive Crime – Focus On Residential</div> <div data-bbox="1160 667 1400 737">Burglary, Theft Of Vehicles & Personal Robbery</div> <div data-bbox="1496 667 1751 689">Anti-social Behaviour</div> <div data-bbox="1832 667 2101 689">Reducing Re-offending</div>
Local Authority Health Profile 2019	<p>Health in summary The health of people in Rother is varied compared with the England average. About 17% (2,210) children live in low income families. Life expectancy for men is higher than the England average.</p> <p>Health inequalities Life expectancy is 7.4 years lower for men and 5.5 years lower for women in the most deprived areas of Rother than in the least deprived areas.</p> <p>Child health In Year 6, 16.6% (134) of children are classified as obese, better than the average for England. Levels of smoking in pregnancy are worse than the England average.</p> <p>Adult health Estimated levels of excess weight in adults (aged 18+) are better than the England average. The rates of new sexually transmitted infections and new cases of tuberculosis are better than the England average. The rate of killed and seriously injured on roads is worse than the England average. The rates of under 75 mortality rate from cardiovascular diseases and under 75 mortality rate from cancer are better than the England average. * rate per 100,000 population</p>

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors	
Rother district Council Deprivation IMD 2019	<div> <div> <div>Legend for Index of Multiple Deprivation (IMD 2019)</div> <div> <input checked="" type="checkbox"/> East Sussex LSOAs <div> <div>Most Deprived 10%</div> <div>Second Decile</div> <div>Third Decile</div> <div>Fourth Decile</div> <div>Fifth Decile</div> <div>Sixth Decile</div> <div>Seventh Decile</div> <div>Eighth Decile</div> <div>Ninth Decile</div> <div>Least Deprived 10%</div> </div> </div> <div> <input type="checkbox"/> East Sussex Children's Centres (Aug 2019) <input type="checkbox"/> East Sussex Schools (Aug 2019) <input type="checkbox"/> Middle SOA boundaries <input type="checkbox"/> County Electoral Division boundaries <input type="checkbox"/> Census Parish boundaries <input type="checkbox"/> Ward boundaries pre 2018 <input type="checkbox"/> Ward boundaries post 2019 </div> </div> <div> <div>Currently returning data from ID 2019 at LSOA level for - Index of Multiple Deprivation (IMD 2019) >> Rother</div> <div> <p>The Index of Multiple Deprivation (IMD) combines information from the seven domains to produce an overall relative measure of deprivation. Select the 'Data' button to map the seven individual domains.</p> </div> </div> </div> <div> <div>R</div> <div>other</div> <div> <ul style="list-style-type: none"> Rother now ranks as 135 out of 317 local authorities in terms of rank of average rank, compared to 148 (out of 326) in 2015 Rother now has 2 neighbourhoods among the most deprived decile (compared to 1 in 2019), and 42 neighbourhoods out of 58 ranked as relatively more deprived in 2019 than in 2015. 23 LSOAs rank in a relatively more deprived decile than in 2010, compared to seven which rank as relatively less deprived. Rother 007E in Sidley is the most deprived LSOA in Rother and it has a more deprived ranking than in 2015, going from 1,064 in 2015 to 754 in 2019. The other LSOA in the most deprived decile, Rother 007D is also located in Sidley, and now ranks 3,263 (3,806 in 2015). Altogether six (10%) LSOAs are among the most deprived 20% in England, four in Bexhill (three in Sidley and one in Central ward), one in Rye (Rother 004E) and one in Eastern Rother (Rother 002A). Income Deprivation: Households in Sidley, Central Bexhill and Rye experience more income deprivation than other areas in Rother. </div> </div>

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors	
	<p>The definition of low income includes both those people that are out of work, and those that are in work but who have low earnings (and who satisfy the respective means tests).</p> <p>Whilst some areas in Rother appear to be fairly affluent, there are a number of localities where households are experiencing poverty; parts of Sidley being in the top 10% of most deprived areas in the country; parts of Central Bexhill and Eastern Rother being in the top 20% most deprived.</p> <p>Rother has a low percentage of residents educated to NVQ level 2 and above (67.7%) compared to the Southeast (78.9%) and nationally (75%) (Nomisweb.co.uk, 2018).</p>
Active Rother Sports and Physical Activity Strategy 2018-2022	<p>Our Vision</p> <p>Our vision is that the Rother District is an active place, where it is easy to engage in the sport and physical activity opportunities available. We want to ensure, inactive individuals are encouraged and supported to become active and that opportunities to be active are accessible to all. We will adopt a people and places approach to ensuring this vision is reflected in the action we take forward as a partnership aiming to help more people, be more active, more often.</p> <p>OUR STRATEGIC AIMS</p> <p>Our aims are as follows:</p> <ol style="list-style-type: none"> 1. To facilitate the provision of flexible, attractive and sustainable opportunities in Rother for the population to participate in sport and physical activity, with a particular focus on inactive individuals from under-represented population groups and priority areas. 2. To utilise sport and physical activity participation as a driver for community development and building social capacity in Rother. 3. To increase our level of insight into local resident's physical activity behaviour and the influences that could support them to be more active. 4. To utilise behaviour change approaches to help support inactive individuals into sport and physical activity opportunities 5. To widen the appeal of participation by raising the profile of physical activity using the Active Rother brand 6. To develop and implement a shared approach to understanding the impact of our work In order to achieve these aims, the partnership will undertake a wide range of work as set out in appendix 1 of this strategy.
Rother District Council Environment strategy 2020-2030	<p>Our Vision</p> <p>The air will be cleaner as the need to travel will be reduced and those of us that do travel will travel by bike, public transport, electric vehicle, or on foot. The natural and built environment will be enhanced and protected for current and future communities. The Council will be a carbon neutral organisation; the district will be tackling and adapting to climate change.</p>

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors	
	<p>More energy will come from renewable or low-carbon sources, such as solar. Fewer people will live in fuel poverty. Waste will be reduced. The district will be resilient to the impacts of climate change including heatwaves, droughts and flooding. We will each use less water. Everyone will play their role in reducing their impact on the environment.</p> <p>We have the following priorities areas:</p> <ol style="list-style-type: none"> 1. Becoming a smart digital district 2. Green economy 3. Air quality and sustainable transport 4. Sustainable waste management 5. Sustainable energy 6. Protecting and enhancing biodiversity 7. Construction and existing buildings 8. Environmentally friendly council <p>We have three policy themes which provide a framework for the delivery plan:</p> <ol style="list-style-type: none"> 1. CLEAN GROWTH – ensuring the impact of development is not detrimental to the environment, that we consider the environment through our planning policies and own development and economic regeneration initiatives. 2. HEALTHY PLACES – putting in place policies and encouraging initiatives which have a positive impact on the environment and the district. 3. SUSTAINABLE SERVICES – leading by example: ensuring that minimum impact on the environment is core to the Council's operations and provision of services.
<p>The East Sussex Pride of Place Health and Well-Being Summary 2013</p>	<p>Our strategic priority for 2026 is to protect and improve health and wellbeing and reduce inequalities</p> <p>Our key tasks will be to:</p> <ul style="list-style-type: none"> • Support the best possible start for all babies and young children so that they develop well and are safe and healthy. • Support safe, resilient and secure parenting for all children and young people so that parents are confident, able and supported to nurture their child's development. • Enable people of all ages to live healthy lives and have healthy lifestyles so that more people can improve their prospect of a longer, healthier life. • Prevent and reduce falls, accidents and injuries amongst children, young people and older people. • Enable people to manage and maintain their mental health and wellbeing so that they and their carers are able to manage their condition better and maintain their physical health.

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors	
	<ul style="list-style-type: none"> Support those with special educational needs, physical and learning disabilities to have better health and wellbeing and a longer life expectancy and for those with long term conditions to be diagnosed earlier and provided with more personalised care in the community or at home. Promote high quality and choice of end of life care so that more people are cared for and die in their preferred place of care and death and receive the highest standards of end of life care.
Active Sussex Strategy 2018-2023	<p>ABOUT US - As a registered charity, Active Sussex’s main aim is to reduce the percentage of inactive people in Sussex by 2028. We are part of the national County Sports Partnership Network, and work with stakeholders across the county to build strong relationships. Together, our goal is to increase the number of people participating in sport and physical activity in Sussex.</p> <p>VISION - Driving physical activity transformation in Sussex, which sees more people active and healthier communities.</p> <p>MISSION - We will listen to people in Sussex to understand how they want to be active. We will work with new and existing partners to drive improved access to opportunities for those most at risk of inactivity, especially older people, those with disabilities and long-term conditions, young people and those who live in areas of high deprivation.</p> <p>AIM - By 2023 our aim is to see 5% fewer inactive people in Sussex, and 10% fewer inactive people in the county by 2028, so that all our local authorities have activity levels better than the national average.</p> <div> </div>

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033

Policy/ Strategy/Other Relevant Factors	
	<div data-bbox="488 371 1339 1458"> <p>OBJECTIVES</p> <div>1</div> <p>Reduce inactivity We will work with stakeholders to facilitate a significant decrease in local people classed as inactive in Sussex.</p> <div>2</div> <p>Better health and wellbeing To improve the physical and mental wellbeing, and individual development of our communities as a result of our work with stakeholders.</p> <div>3</div> <p>Put activity centre stage We will work with stakeholders to place physical activity at the forefront of new policies and infrastructure projects such as housing developments, transport policy and public health planning.</p> <div>4</div> <p>Build relationships We will work more closely with voluntary stakeholders out in the community to deliver appropriate solutions for our target audiences using a 'people like me' approach. We recognise the importance of engaging with new and diverse partners to engage people to be more active, more often.</p> <div>5</div> <p>Grow investment To seek increased investment in sport and physical activity in Sussex as a result of our advice or collaboration.</p> <div>6</div> <p>Corporate support To partner with local businesses and encourage them to support physical activity and community sport in Sussex.</p> </div>

Rother District Council

Health, Wellbeing and Leisure Strategy 2023-2033



