

**West Sussex County Rural Strategy**  
Rural Policy and Delivery Review

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31<sup>st</sup> January 2008

ECOTEC

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## 1.0 Introduction

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This report forms part of the West Sussex Rural Strategy: setting the context for the strategic actions. The report distils the priorities expressed through policies and strategies relating to rural communities and the environment at national, regional and county level.

In summary, the key rural economic issues emerging from these policies and strategies have been identified as:

### Economic

- Land based industries and their future.
- Support for diversification.
- The role of market towns and their future.
- Housing affordability.
- The development of local markets and local products.

### Social

- Rural deprivation.
- Delivery of services.
- Access to services (including transport, broadband).
- Cohesion of rural communities.

### Environmental

- Landscape conservation.
- Historic environment management and access.
- Preserving biodiversity.
- Other sustainability issues – water conservation, energy efficiency, renewables - which have to be balanced against local development needs.

Underlying the national, regional, county and district based strategies and plans and their associated targets analysed here in this Review, are an increasing number of local action plans. For example, those developed through the Small Rural Towns programme and Countryside Agency - Vital Villages programme: These documents are beyond the scope of this Review however these plans are of increasing importance as the processes of decentralisation of resources and delivery accelerate with local government reform. This report therefore reflects upon local actions and priorities when formulating the final Strategy and Action Plan for the County.

## **2.0 Rural Policy and Rural Delivery**

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### **2.1 National Policy Context**

National policy concerning the development of rural areas is changing all the time: the documents reviewed in this paper are concerned largely with key developments under the administration of the current National Government which really began with the publication of the Rural White Paper in 2000, a policy document which remains valid today, particularly when read in conjunction with the Rural Strategy 2004.

#### **2.1.1 Our countryside: the future – the Rural White Paper (MAFF/DETR, 2000)**

The vision of the Rural White Paper is:

- A living countryside, with thriving rural communities and access for all to high quality public services. The government will increase investment in services – by publishing a rural service standard; working with communities to reduce crime rates; being more innovative in the way services are delivered to small rural parishes; retaining and extending the rural post office network, diversifying its business activities; the establishment of a community service fund to help local groups to re-establish vital services; setting up internet access and learning points; increasing the level of support for people to buy their own homes; and improving public transport connections.
- A working countryside, with a prosperous and diverse economy - opportunity for all. This will involve investing in the rejuvenation of market towns to help them create new job opportunities, provide better amenities, enhanced transport links; helping rural businesses to succeed by providing better business support through the Small Business Service; stimulating wider broadband access; using the internet to extend training opportunities; ensure agriculture contributes to an attractive and diverse country environment; reducing legislation and planning restrictions to make it easier for farmers to develop new businesses; marketing grants, and tailored business advice to help modernise and improve agricultural, horticultural and forestry holdings; working to reform the European Common Agricultural Policy (CAP) from production quotas and subsidies, towards more competitive markets and supporting objectives for protecting the environment and developing rural economies.
- A protected countryside, in which the environment is sustained and enhanced, and which all can enjoy. Promote tourism related businesses (e.g. forestry and horse riding) to increase rural income and diversify rural business; support for agri-

environment schemes; open up rights of access, whilst preserving the countryside by increasing levels of protection;

- A vibrant countryside, which can shape its own future with its voice heard by government at all levels. Providing rural communities with a bigger say in rural affairs; giving parish councils a more significant role; and improving the coordination of policy between the national, regional and local level.

### 2.1.2 **Strategy for Sustainable Farming and Food** (Defra, 2002)

The Strategy was introduced by the Government in response to evidence that the agricultural sector was struggling economically with falling profitability, imposed greater environmental costs than benefits, but had strong links with other sectors including tourism and manufacturing and supported a large number of jobs. The report was produced by a team working for Don Curry to provide the Government with information on the state of agriculture.

A funding package of £500m over 3 years was set aside to help the sector deal with these challenges. A range of activities were proposed including support for farmers in adding value to their product, a range of market signalling policies, and increasing efficiency by helping farmers secure optimal use of factor inputs.

One of the key initiatives of the strategy was aimed at bringing processors, manufacturers, caterers and retailers together - reflecting Curry's call to reconnect the food chain with its customers and increase efficiency, but also to strengthen the links between the various elements of the food chain by working together (e.g. closing the distance between the small producer and the large supermarket).

Farm diversification was another key focus. Support was provided for farmers, delivered through the England Rural Development Programme, for diversification within farming e.g. to non food crops and more environmentally beneficial farming. The England Rural Development Programme also provides support for farmers to diversify out of farming, offering economic benefits and increasing links with the local rural community including:

- The Rural Enterprise Scheme's support for diversification into non-agricultural activities and marketing of quality food products;
- Advice to farmers on planning and other issues raised by diversification projects, currently part of the review of learning opportunities; and
- The Forestry Commission's Woodland Grants Scheme to fund the creation of new woodlands and improved management and regeneration of existing woodlands.

Woodland creation is also stimulated through the Farm Woodland Premium Scheme and the work of the National Forest Company and the Community Forests.

The Strategy also gave support to the EU's proposals to reform CAP which culminated in the decoupling of subsidy to production to encourage agricultural producers to respond effectively to price signals.

Other initiatives put forward in the strategy included:

- Export promotion, offering tailored assistance to smaller producers;
- Public procurement, ensuring that British producers can be fairly considered, within procurement rules;
- The new Agricultural Development Scheme and regional branding;
- Skills and training - reviewing provision and delivery, including how to attract young people to the industry and helping farmers to exploit new opportunities;
- A network of demonstration farms – to share best practice and experience;
- Reducing environmental impact – e.g. by tightening regulations in addition to the provision of a broadly based agri-environment schemes; and
- Encouraged the take up of new developments in relevant science and technology - to provide high-quality and competitively priced foods and to generate innovative approaches to reducing waste and natural resources use.

### 2.1.3 **England's trees, woods and forests: a consultation document** (Defra, 2006)

The strategy for consultation has identifies four objectives of Government intervention in trees, woods and forests:

- To safeguard England's resource of trees, woods and forests for future generations;
- To protect the environmental resources of water, soil and air, and to protect and enhance biodiversity, landscapes and cultural values;
- To ensure that woodlands and trees enhance the quality of life;
- To encourage the development of new or improved markets for sustainable woodland products and services where this will deliver identifiable public benefits, nationally or locally.

The new strategy identifies the contribution that trees, woods and forests can make to the three elements of sustainable development - environmental, social and economic:

Environmental sustainability:

- The reduction of greenhouse gas emissions by substituting for fossil fuels in energy production and manufacturing;
- Understanding and using woodlands to protect the resources of soil, water and air;

- Ensuring woodlands are robust enough to adapt to climate change;
- Bringing more woodland into sensitive management to sustain and enhance the biodiversity of England's woodlands and trees; and
- Managing trees and woodlands to enhance and protect the landscape and historic features.

#### Social sustainability:

- Key role in promoting social inclusion, enhancing quality of life, health and recreation, as a filter for air pollution – the strategy will encourage public access to woodlands as a national priority to ensure that these social benefits are reaped.
- Diversity and inclusion are also identified as drivers for encouraging access to woodland, in line with Government policies to reduce social and health inequity.
- The importance of trees in terms of the historic and cultural environment and their potential for rehabilitating degraded landscapes.

#### Economic sustainability:

- Trees, woods and forests can contribute to rural economies in many ways: the production of timber, wood and fibre; as locations for a growing range of outdoor activities that bring direct economic benefits (such as game shooting and mountain biking); and providing the scenic backdrop to rural landscapes, increasing visitor numbers, making areas more attractive for inward investment and boosting tourism.
- In some areas government support may be justified because jobs in the forestry sector would make a significant contribution to the economy in lagging rural areas;
- Government support will be needed to assist the industry to adapt to emerging markets (e.g. biofuels) through capacity building, skills and knowledge transfer and supply chain initiatives.
- There is a need to develop the capacity of the industry to manage woodlands sustainably and profitably. For example, training and skill gaps are of concern, both the practical skills of woodland management and the business skills of woodland owners and small-scale processors and contractors.
- Support for innovation could help the sector to develop new woodland products and to harness the recreational, environmental and educational potential of farmland and woodland.

#### 2.1.4 **The Rural Strategy** (Defra, 2004)

The Strategy builds on the Rural White Paper and identifies the need for a new approach, centred around three key priorities for rural policy:

Economic and Social Regeneration – actions directed at sustaining prosperity in the majority of rural areas, but targeting greater resources at areas of greatest need. Actions included improving skill supply to the agricultural sector, increased funding to Business Links to raise capacity in rural areas, ensuring full potential of the broadband network is realised in rural areas, and raising productivity in the farming and fisheries sectors. Securing efficient public transport in rural areas was added to the RDAs tasking framework, and delivered through a Rural Regeneration Funding programme added to RDA's single pot.

Social Justice for All – tackling rural social exclusion wherever it occurs and providing fair access to services and opportunities for all rural people. An important issue was delivering affordable housing; although no detailed proposals for increasing the supply of affordable housing in rural areas were provided in the strategy. RDAs were also tasked with dealing with social regeneration in rural areas in addition to responsibilities for improving economic performance.

Enhancing the Value of our Countryside – protecting the natural environment for present and future generations. A new integrated agency comprising English Nature, and parts of the Countryside Agency and the Rural Development Service was to be established to meet the objectives of conserving and enhancing natural resources (Natural England, established October 2006). Funding streams were also combined to provide a more flexible stream of resources for investment in the natural environment.

#### 2.1.5 **Sustainable Communities Plan** (ODPM, 2003)

The Plan marks a step change in government approach to delivering sustainable communities for all, building on some of the policies and actions in the Rural White Paper. The key elements of the Plan most relevant to West Sussex include:

- a. Decent homes, decent places – the challenge was identified as:
  - To ensure that all social tenants have a decent home by 2010 (a target established in 2000);
  - To improve conditions for vulnerable people in private accommodation;
  - To ensure all tenants, social and private, get an excellent service from their landlord; and
  - To ensure all communities have a clean, safe and attractive environment in which people can take pride.
  - A step change in housing supply.
- b. The challenge was identified as to tackle the housing shortage, especially in London and the wider South East, by:

- Creating conditions in which private house builders will build more homes of the right type in the right places;
  - Addressing immediate and urgent needs for more affordable housing, both for key workers and those who would otherwise be homeless; and
  - Making best use of the existing housing stock.
- c. Land, countryside and rural communities: The challenge was identified as:
- To ensure that in tackling housing shortages we protect the countryside and enhance its quality rather than create urban sprawl; and
  - To address the housing needs of rural communities (as guardians of the countryside).

The Plan aims to:

- Increase the supply of affordable housing in small rural settlements;
- Ensure the majority of additional housing is on previously developed land (whilst recognising that this is not always available in rural areas facing development need);
- Ensure that where greenfield land must be used, where housing pressures are greatest, that it is not used wastefully; protect the countryside for the benefit of all; and
- English Partnerships were given a new strategic role to find and assemble land, especially brownfield and publicly owned land, for sustainable development.

Key actions specific to the delivery of sustainable rural communities included:

- Increase the Housing Corporation's rural target to provide a total of 3,500 affordable homes over the years 2004-05 and 2005-06 in settlements below 3,000 people, in addition to the 1,600 in 2003/04;
- Updated planning guidance will help improve the contribution made by good planning to securing affordable homes in rural communities;
- Making it easier for local authorities to limit the resale of ex-council housing in rural areas, so that it is reserved for local people; and
- Ask CABE and the Countryside Agency to take steps to improve the quality of new developments in sensitive rural environments, particularly village extension schemes.

## **2.2 Regional Policy Context**

Regionally, the South East enjoys the standard suite of strategies common in all English Regions today. The key 3 strategies relevant to rural areas are reviewed here

– the Economic Strategy, the Spatial Strategy and the Rural Delivery Framework, along with the Countryside Character document for London and the South East.

### 2.2.1 **Regional Economic Strategy** (SEEDA 2006)

In the Regional Economic Strategy for the South East covering the period 2002 to 2012, rural issues were not addressed separately to urban issues in the strategy, but integrated into the various themes for action identified.

Priorities relevant to rural areas included:

- Increasing the capacity of the business support infrastructure, including premises provision;
- Support rural firms to recover from the impact of Foot and Mouth through investment in new technologies, processes and markets and to help firms diversify;
- Promotion of rural towns as a focus for sustainable development was an action recommended under the strategy;
- Safeguarding existing services in rural areas, and supporting the increase of provision for young people;
- Supporting the provision of affordable housing in rural areas; and
- Supporting the provision of rural transport, including access to market towns.
- West Sussex was not noted as an area with special concentrations or clusters of rural industries and tourism in the strategy.

A draft review of the RES was published in 2006, covering the period 2006 to 2016. Key priorities for the rural economy included:

- Strengthen the position of market towns;
- Support retention and development of key services;
- Develop and implement new models for more streamlined, flexible and collaborative delivery in rural areas to recognise the diversity of rural communities/landscapes;
- Support the food and farming sectors, to cope with new regulations, enabling them to develop new skills, capitalise on opportunities for new products and processes resulting from CAP reform and new technology;
- Exploit the potential for the added value of real premium products. Invest in the land based products supply chain, adopt high quality standards, make best use of outlet opportunities presented by London/other nearby urban markets;
- Ensure traditional and craft skills which underpin the management of heritage assets and characteristic landscapes are maintained;
- Stimulate entrepreneurship and ensure rural businesses have access to quality infrastructure (ICT, skills and training, business advice);

- Exploit the potential of the knowledge economy for new business creation and development, stimulate take up and use of Broadband;
- Tackle rural deprivation (particularly relating to services and housing); and
- Develop tourism linked to the conservation of the environment.

### 2.2.2 **The South East Plan 2006-2026 (Draft)**

The draft Plan provides a framework for the region for the next 20 years to 2026 to sustain high quality of life across the region. The core objectives are to balance continuing economic and housing growth with rising standards of environmental management and reduced levels of social exclusion and natural resource consumption.

The Plan's vision for 2026 is for a healthier region, a more sustainable pattern of development and a dynamic and robust economy, the benefits of which are more widely shared.

The core of the Plan comprises the following regional priorities:

- Economy: providing a good range of employment sites to reflect economic need, high priority to skills and training, promoting technology-enabled development, addressing economic underperformance;
- Housing: meet housing needs through the provision of 28,900 dwellings per annum, better use of existing stock, create more small-scale affordable housing sites in rural areas;
- Increase investment in transport and communications;
- Improve natural resource management: policies to protect woodlands, improve air quality, expand renewable energy, promote energy efficiency, tackle the issue of climate change, promote sustainable methods of construction;
- Improve countryside management: increase protection of the countryside and improve access to the countryside, renew landscape and increase bio-diversity, improved management of green belts and identify strategic gaps where the identity of settlements needs to be preserved;
- Reduce waste; promote recycling and minimise landfill;
- Enhance the accessibility, attractiveness and vibrancy of the regions town centres as the focal point for development of a mix of uses;
- Promote tourism and related sport and recreation, including as economic diversification;
- Tackle pockets of deprivation and social exclusion, promote health and access to public services.
- In addition, cross-cutting issues were identified including: the need to improve the delivery of infrastructure to support new developments; enhance inter-regional links with neighbouring regions through a programme of active co-operation to co-

ordinate common development issues; support the health and social needs of an ageing population.

### 2.2.3 **South East Rural Delivery Framework 2006-2009** (South East Rural Partnership, 2006)

The Framework states that much of the rural delivery of services has taken place in relative isolation - 'potential synergies have not always been maximised, and long-term collaboration between strategic and local delivery agencies has not always been sustained' (p.3)

The Framework responds to the above Rural Strategy – which advocated the need for each region to set up a partnership (Rural Priorities Board) and develop a non-statutory Rural Delivery Framework that would be submitted to Defra setting out key issues and priorities for the region.

The following key themes were identified in the Plan as priority for the region:

- Biodiversity - in decline/under threat from a range of pressures including development and historic changes in land management;
- Economic development and enterprise – the countryside as an economic asset, pressures of CAP, need to encourage business start-ups and social enterprise;
- Exclusion - lack of funding and infrastructure to support poorer communities (including transport); hidden poverty within communities and unidentifiable excluded communities, particularly older people and children;
- Food and farming – the SE suffers from lack of profitability in the farming and food sector (but also opportunities – e.g. the demands of tourism and recreation and the London food market);
- Forestry – impressive woodland resource which better use needs to be made of;
- Green space – promote the value of and access to green space;
- Heritage - recognise the contribution of the rural historic environment, broaden public access to it and to harness its potential to deliver social and economic benefits;
- Housing - the lack of affordable or 'appropriate' homes is one of the biggest issues faced by rural communities in the South East;
- Landscape - the value of the landscape and environment in the South East is high and gives an element of competitive edge to the region (including contributing to quality of life); and
- Water and waste - the quality of the region's rivers and coastal waters needs to be as high as possible and delivery of the Water Framework Directive is a key priority.

#### 2.2.4 **Countryside Character: South East and London** (The Countryside Agency, 1996)

The strategy aims to:

- Raise awareness of the diversity of countryside character we enjoy;
- Increase understanding of what contributes to that character and what may influence it in the future; and
- Encourage everyone to respect the character of the countryside and take account of it in everything that they do.

The strategy developed a new approach, a consistent national framework, to landscape assessment. This included undertaking a national mapping project to understand how different variables combine to create distinctive character areas. West Sussex has 5 key character areas: The South Coast Plain, the Low Weald, the High Weald, Wealden Greensand and the South Downs. The latter is the largest and, visually, most dominant landscape in the County and its countryside character is summarised below:

'With their rolling hills, steep slopes and sculptured dry valleys, the Downs form a typical chalk landscape. Viewed from the Weald, the dominant feature is the long ridge which runs from Winchester to culminate on Beachy Head's dramatic white sea cliffs. Areas of open short-turfed grassland, rich in orchids and other plants, are the result of intensive sheep grazing and give the Downs their characteristic smooth profile. River valleys cut through the hills to the coast, providing narrow belts of wet pasture, important for birds and invertebrates. East of the meandering Cuckmere and its undeveloped estuary, one of the few on the south coast, tower the Seven Sisters cliffs. In marked contrast to the open grassland and arable areas of the east, the western end of the Downs is well-wooded.'

- The following drivers of change were identified for the South Downs:
- Arable cropping, intensive livestock systems and scrub encroachment have reduced the extent of chalk grassland since 1945;
- More recently, there has been a reversion of significant arable areas to grassland, restoration of sheep grazing and increasing fencing;
- Afforestation has occurred since the 19th century but is less of an issue today;
- Loss and decline in quality of beech hangers/woodland in the central part of the Downs landscape due to lack of management and storm damage;
- Modern drainage of the river valleys alters the traditional character, producing a more formal, regularly patterned landscape of arable fields;
- The open landscape is vulnerable to change from new farm buildings, urban edge pressures extending from the built-up coastal fringe and communication masts;

- Pressures for road improvements often associated with major cuttings and/or tunnels;
- Increasing recreational pressures including greater demands on public rights of way;
- Damage to, and loss of, archaeological remains from agricultural and recreation uses;
- Winterbournes are becoming increasingly dry from continued over-abstraction of the chalk aquifer and lack of recharge due to successive dry years;
- Disused chalk quarries are visually prominent and have been utilised as landfill sites;
- Loss of traditional boundaries such as hedgerows and flint walls.

## **2.3 County Policy Context**

### **2.3.1 West Sussex County Strategy 2005-2009** (West Sussex County Council, 2005)

The County Strategy sets out the Councils' ambitions for West Sussex over the four year period. The focus is on the following key issues:

- Improve the quality of villages, towns and neighbourhoods to create communities which are safe and in which people are proud to live:
- Tackling crime and the fear of crime
- Improving road safety, improving the street scene
- Enhance and conserve the character of West Sussex while supporting a strong and vibrant local economy:
- Minimising the impact on the environment
- Ensuring the prudent use of natural resources
- Encouraging more sustainable travel options and improve infrastructure
- Ensuring that the differing needs of distinct areas are recognised
- Develop services for children, young people and their families:
- The council will work with its partners in the community to make it easier for those who need help to gain access to services
- The provision of reliable and comprehensive childcare, providing young people with a quality learning environment, promoting healthier lifestyles, reduce the number of school exclusions, as well as the provision of specialist services e.g. mental health or to provide for special educational needs.
- Continue to invest in schools - raising the educational achievement for all, particularly for looked after children and young people, those with learning difficulties or disabilities

- Support those in need - increase the ways vulnerable and elderly residents can be supported to take more control over their own lives:
- This includes enhancing support for older people, people with learning difficulties, physical or sensory impairment or people with mental health problems.
- Providing direct payments to allow people to buy their own support services, help people to remain in the community by funding voluntary organisations to provide supportive and preventative services.

### 2.3.2 **West Sussex Economic Strategy** (WSCC 2004)

The County Council's vision is: 'West Sussex will have a strong, diverse and sustainable economy which provides quality jobs and excellent opportunities for all those who live and work in the county.'

Ensuring West Sussex has a viable rural economy is one of the Council's core priorities, the relative prosperity of rural West Sussex however masks genuine vulnerabilities and concerns. The priorities for the County Council's Economic Strategy were identified as:

- Better skills and better jobs: improving the skill levels of the workforce is a priority. Deficiencies in skills are reflected in low aspirations, attainment levels and the quality of jobs – often poorly paid – rather than high unemployment rates;
- Transport and Communications: building on the new Transport Plan for West Sussex, improvements to both rail and road links are required to enhance West Sussex as a business location, for the benefit of both indigenous enterprises and would-be investors. Improving the provision and uptake of broadband is a continuing priority;
- Key sectors: the distinctive features of key sectors in West Sussex and the opportunities and threats linked to these need to be recognised (such as tourism). Access to a skilled workforce is a major issue for all key sectors, as is the availability of appropriate sites and premises, and the effectiveness and relevance of business support;
- Economic Futures: the economy of West Sussex is dynamic; it is continuously changing and evolving - there is a need for creative "futures thinking" to inform strategic debate and to ensure that long term planning reflects and responds to the likely future needs of the economy.

### 2.3.3 **West Sussex Rural Forum Action Plan** (West Sussex Rural Forum 2004)

The Action Plan takes each Rural White Paper theme and identifies how this will be addressed in West Sussex:

- A Living Countryside - a New Standard for Village Services: Vital Village Services (e.g. assess the funds available); Modern Rural Services (e.g. research what the hard to reach groups want); An Affordable Home (e.g. seminars to bring key players together); Flexible Local Transport (e.g. needs a more comprehensive bus service where more profitable routes subsidise the others);
- A Working Countryside - Market Towns and a thriving Local Economy (e.g. promote tourism through the marketing of B&Bs and the AONBs): A New Future For Farming (e.g. diversification);
- Protecting our Countryside - Conserving and Enhancing Our Countryside (e.g. quality designs that reflect the local character); Restoring and Maintaining Wildlife Diversity and the natural Environment (e.g. financial incentives for farmers); Increasing Enjoyment of the Countryside (e.g. promoting alternative routes to help relieve over used areas);
- A Vibrant Countryside - Local Power For Communities (e.g. establish what the people of West Sussex want their landscape to look like, using work of the community planning process); Thinking Rural (e.g. raise awareness by circulating information on the Rural Forum to Rural Parishes); the Future Role of the West Sussex Rural Forum (e.g. improve communications by introducing a newsletter and better use of the website).

#### 2.3.4 **West Sussex Visitor Economy Plan (2005)**

The West Sussex Visitor Economy Plan identified the following strategic priorities:

##### Theme 1 - Winning hearts and minds

- Ensure separate Council departments are aware of the visitor economy in their policy making, and joined-up in their approach;
- Raise awareness of the value of the visitor economy among public sector decision makers and local residents - and maintain economic impact research;
- Develop visitor economy champions for West Sussex.

##### Theme 2 - Improving the Visitor Experience

- Support green tourism/sustainable initiatives e.g. training, visitor management, walking and cycling development;
- Develop and support visitor management initiatives for the AONB areas;
- Improve the transport infrastructure for visitors;
- Support coastal regeneration initiatives; and

##### Theme 3 - Understanding the Visitor Economy, Markets and Brands

- Gain a better understanding of visitors' and potential visitors' profiles and motivations;
- Clarify the brand research findings, and prioritise brand development;
- Identify customer needs and product development requirements; and
- Understand capacity, usage and occupancy levels, to inform marketing and product development.

#### Theme 4 - Competing for Visitors

- Support the existing and emerging destination brands within West Sussex;
- Develop specific product themes – such as walking, gardens, AONB, develop the conference market;
- Develop online information, customer relationship management and e-marketing capabilities;
- Increase the scale of press and public relations activity.

#### Theme 5 - Creating the Visitor Economy Structure

- Set up a Visitor Economy Forum to monitor strategy progress and review priorities;
- Establish an efficient and effective structure with appropriate delivery resources; and
- Ensure the sector knows who can help and who is responsible for what in the delivery partnerships.

### 2.3.5 **Local Transport Plan 2006-2016** (WSCC, 2006)

Overall, the Plan's main objectives are to:

- Reduce congestion & pollution;
- Improve road & personal safety;
- Improve accessibility for our residents to key services; and
- Improve overall quality of life in West Sussex.

The Plan's vision is: 'To achieve efficient, safe, less congested transport networks which contribute towards quality of life, access to services, jobs and housing, and the local economy and environment in West Sussex.'

The Plan recognises that although many of the rural areas are prosperous, they have pockets of deprivation with limited access to public transport. The vision for rural West Sussex is 'for economically stable, self-supporting areas with good access to market towns and main urban areas, with traffic volumes and speeds controlled and managed.'

This will be delivered by:

- Ensuring that network and transport improvements respect rural needs, the Rights of Way Improvement Plan, the rural landscape and rural character and support sustainable tourism;
- A safer transport network in rural areas, with speeds managed and including cycle and pedestrian routes between and around villages where appropriate;
- Undertaking accessibility audits to identify issues and solutions;
- Well maintained roads, including signs, verges and hedges;
- Appropriate and accessible public and community transport, with more innovative solutions and good information;
- Supporting local services and access to services;
- Addressing problems highlighted through Rural Town Health checks, Village Action Plans and Area Transport Plans.

All improvements must be supported by local people and address the concerns of local people.

### 2.3.6 **Evolving Rights of Way Improvement Plan (WSCC, 2006)**

The vision for the West Sussex Rights of Way Improvement Plan is 'to maximise the opportunities for access to the countryside, in particular via the rights of way network, to meet the needs and demands of both current and potential users, while recognising the need to balance such access with the interests of those who live and work in the countryside and the management of important habitats.'

In order to achieve this, the following priorities have been identified:

- Maintain the existing rights of way network to a high standard (seeking constant improvement);
- Improve path links so that the countryside is accessible directly from city, town, village and tourist attraction, to provide circular routes, and to link between communities;
- Improve links to create safe routes by minimising the need to cross and use busy roads, for both leisure and utility journeys;
- Provide a path network that enables appropriate access without barriers for as many people and different types of users as possible; and
- Promote countryside access opportunities to all sections of the community to enable people to use and enjoy the countryside responsibly.

### 2.3.7 **A Strategy for the West Sussex Landscape** (WSCC, 2005)

The Strategy identified the following key issues facing the West Sussex Landscape:

- The implications of climate change;
- Changes in character resulting from current farming practices;
- Decline in the extent and quality of key habitats including woodlands, trees, hedgerows, grassland and wetland;
- Loss of distinctive local character owing to standardised designs of new development;
- Impact of transport and other infrastructure developments;
- Small-scale, incremental erosion of local character through e.g. changing or neglected land uses; and
- Erosion of historic urban and landscape character.

The purpose of the 50 year Strategy is to protect and enhance the landscape of West Sussex as an asset for future generations. In order to achieve this, five strategic objectives have been highlighted:

- Ensure high quality new development which contributes to and reinforces landscape character;
- Conserve and enhance historic character;
- Ensure the maintenance and renewal of the agricultural landscape;
- Conserve and enhance semi-natural habitats including securing the future of woodlands, hedgerows and trees as distinctive landscape features and
- Promote and celebrate the value and variety of the West Sussex landscape.

### 2.3.8 **The Rural Economy of the South Downs** (Oxford Institute for Sustainable Development, 2005)

The study identified a set of key issues that will need to be tackled in the future, organised by five themes:

- Business development: the area is well-positioned to attract growth in tourism and leisure demand; shortage of appropriate premises; shortage of employment sites; low uptake of business support services; limited use of public transport; ability to meet likely future demand not clear; key role of small and homebased businesses; need for better IT communications, inc. broadband; problems of multiple service deprivation; need to engage the business community in local planning issues (including plan preparation).
- Employment and training: mismatch between local residents and jobs; need for skills training; problems of access to employment; staff recruitment problems;

competing employment centres outside designated area; likely changes in agriculture leading to job losses.

- Infrastructure and facilities: weak transport infrastructure; parking availability; telecommunications (need to roll out broadband); need for improved business and community facilities
- Community needs: shortage of affordable housing for local residents and potential employees; shortage of basic community services (post office, banking, meeting space)
- Improving sustainability: need to further raise level of interest in environmental protection measures; reduce waste; improve resource use; social exclusion (access to services).

### 2.3.9 **The South Downs Management Plan (Consultation draft)** June 2006 (South Downs Joint Committee)

This draft Plan sets out a 20 year Vision for the South Downs: The overarching aims of the management plan for the AONBs of the Sussex Downs and East Hampshire are:

- First and foremost, the protection, conservation and enhancement of the natural beauty of the South Downs.
- Second, the promotion of opportunities for the understanding and quiet enjoyment of the area's special qualities.
- Third, the encouragement of sustainable forms of economic and community development in ways that help support the first two aims.

Underlying the whole plan are the principles of sustainable development with strong emphasis placed upon working within environmental limits and a starting point of conserving the natural beauty of the South Downs. In response to threats to the protected landscapes, ten key ambitions for the South Downs have been identified:

- 1 An unspoilt landscape of the highest quality and diversity reflecting its historic evolution.
- 2 An historic and cultural heritage conserved for posterity as an essential component of local distinctiveness
- 3 A serene and peaceful landscape with extensive dark night skies.
- 4 A landscape rich in wildlife with extensive swathes of interlinking habitat managed to maximise benefits for nature.
- 5 Pure unpolluted air, soils and water to allow the landscape and wildlife of the South Downs to be sustained.

- 6 Sustainable management of the land supported by the necessary skills and expertise.
- 7 A buoyant local economy directly contributing to the management of natural beauty and its enjoyment.
- 8 Wide ranging opportunities for countryside recreation and access respecting the natural beauty of the South Downs and avoiding conflict with other uses.
- 9 Sustainable rural communities strongly linked to the locality and with the housing to support local needs and essential workers.
- 10 Widespread enjoyment and understanding of the South Downs.

### 2.3.10 **Our Partnership, Our Plan: Children and Young People's Plan** 2006-2009 (WSCC, 2006)

The Plan's vision is: 'West Sussex will be a place where all children and young people have the opportunity to enjoy healthy and safe lives as confident, high achieving learners and valued contributors in their communities'.

Five key priorities have been agreed for children and young people in West Sussex - these reflect the Every Child Matters five key outcomes:

- Be healthy - promote physical and emotional well being; encourage healthy lifestyle choices and reduce health inequalities. 2009 targets - reduce the year-on-year increase in the incidence of obesity among children aged 5-11; increase the uptake of school meals; reduce teenage pregnancies; increase physical activity and promote healthier eating.
- Stay safe - minimise the risks to vulnerable children and young people of becoming victims of crime, abuse, exploitation, neglect or discrimination; meet the identified needs of the most vulnerable children and young people in our communities. 2009 targets - reduce the number of young people who are looked after outside West Sussex; reduce bullying and intimidation in and out of school; reduce the number of young people killed or seriously injured on our roads.
- Enjoy and achieve – promote children and young people's personal, social, emotional, spiritual, moral, intellectual, physical, recreational and behavioural skills in and out of school; provide all children and young people with the opportunity to access appropriate, high quality learning and development, and to help them achieve their potential. 2009 targets - increase the number of young people getting good GCSE grades or vocational qualifications; increase opportunities for all young people to attend school, learn and achieve.
- Make a positive contribution - improve opportunities for young people to become responsible and active citizens, involve them in decisions that affect them, their

local community and society as a whole, and ease the transition to adulthood; encourage positive behaviour and reduce the incidence of vandalism, anti-social behaviour and crime within local communities. 2009 targets - reduce exclusions from, and improve attendance at, school; involve young people and parents in the services they can access.

- Achieve economic well being - ensure that all children get the best possible start to life and unlock opportunities for parents to access education, employment and training; provide opportunities for children and young people to overcome social, environmental and economic barriers to learning and work. 2009 targets - increase the number of young people who can access education, employment and training and gain qualifications; enable young people leaving care to access suitable housing; increase childcare places where needed.

### 2.3.11 **Draft Adult Services Plan 2006-2008 (WSCC, 2006)**

The two key messages emerging from the Plan are:

- To transform social care in West Sussex into a system of 'self-directed support' for those who need personal care; and
- To reduce the barriers which prevent people from accessing mainstream services and help to improve their well being – looking at transport, housing, leisure, work and money.

More specifically, some of the priorities identified include:

- Older people: offer all older people an Individual Budget; work with the private and voluntary sector to see how we can help people to remain living independently; explore the use of 'telecare' technology to support people in their own homes;
- Learning difficulties: extend the 'In Control' project to allow people more choice and control over their support arrangements; help another 100 people with learning difficulties to continue to live at home; develop alternatives to traditional day services;
- Physical and sensory impairment: further decrease people's reliance on residential care; help people to realise their goals in the jobs' market; increase the number of people taking up tenancies in supported housing;
- Carers: continue to develop brokerage standards, advocacy, awareness of direct payments and other ways of providing services, through the RISE project; improve performance relating to carers' needs; and
- Mental health and substance misuse: explore new ways of providing day services to promote social inclusion; develop new services for people to access employment or voluntary work; increase the number of people choosing their own care through

direct payments; improve the range of services providing alternatives to hospital admission.

### 2.3.12 **Procurement Strategy** (WSSC, 2004)

- The Strategy identified the following key public procurement priorities:
- Culture and policy: to deliver value for money through the acquisition of goods and services. To ensure the best combination of whole life costs for goods and services and that the benefits meet the customer's requirements to include social, environmental and other strategic objectives.
- Leadership and building capacity: commitment from the top - provide dynamic political and managerial leadership to demonstrate support for a procurement strategy that is a corporate priority, supported by Corporate Management Team and operational officers. This will ensure that the right people, with the rights skills and expertise, business processes and technology are in place to deliver the required resources that will make a difference, for an improvement in service delivery.
- Doing business electronically: develop and adopt E-procurement - business benefits will include enhanced management and market information, more effective supplier management, more competitive prices, reduced transactional processing, and compliance benefits.
- Stimulating markets and achieving community benefits: encourage a mixed range of suppliers to help stimulate a varied and competitive market place. Collectively the Council has significant buying power that can be used to stimulate innovation in procurement and encourage our key suppliers to gear up their business planning and development efforts to meet our needs.
- Partnering and collaboration: understand the impact of creating sustainable collaborative relationships across the range of public sector service providers and with suppliers, in the public, private, social enterprises and voluntary sectors to deliver services, carry out major projects or acquire supplies and equipment. The benefits of this will be better designed solutions, integration of services for customers, access to new and scarce skills, economies of scale and scope.

### 2.3.13 **West Sussex Sustainability Strategy 2005-2020** (West Sussex Sustainability Forum, 2005)

This is the overarching strategy for sustainability in West Sussex and will be achieved through the vision of a West Sussex where '...peoples' action today integrate the social, economic and environmental needs that support our own and future generations quality of life, both locally and globally'.

The key issues were identified as: climate change, the increasing difficulty of dealing with waste, social exclusion through rural isolation, lack of affordable housing, loss of natural resources, wildlife and heritage, unsustainable building development, and an increasing volume of traffic. In response, this strategy aims to:

- Adapt and encourage healthier lifestyles;
- Care for those most in need;
- Minimise waste and aim to consume less;
- Protect and enhance our natural and built environment, wildlife and heritage;
- Encourage locally produced goods and make greater use of local facilities and services;
- Ensure everyone has access to knowledge, information and skills to enable them to make their own contribution to society;
- Adapt to changes in the environment of West Sussex;
- Encourage democracy and support public participation;
- Create a society in which everyone is included;
- Reduce the causes of crime and persecution;
- Respect the diversity of cultures and local distinctiveness; and
- Work in fairly paid employment in a diverse, vibrant economy

#### 2.3.14 **People, Place and Community: A Cultural Strategy for West Sussex 2003-2008** (WSCC, 2003)

The Cultural Strategy aims to provide a policy framework within which the County Council and its partners can create a wide range of quality cultural services across the county and preserve and develop of the county's unique culture.

Harnessing the potential of the county's culture can:

- Improve health and well being;
- Strengthen our communities;
- Maintain and strengthen the economy; and
- Protect, sustain and promote the county's unique environment and heritage.

In order to achieve this, the Strategy identifies the following objectives:

- To maximise the contribution culture makes to the well being of individuals and communities across the county;
- To improve access to cultural provision, particularly for individuals and communities who experience isolation, exclusion or deprivation;
- To explore and establish ways of developing lifelong active citizenship through investment in culture and cultural activity; and

- To sustain and develop the county's cultural economy, and its contribution to the economy of the county as a whole.

The final objective relates to the need to ensure all those with a role to play in developing and investing in the culture of West Sussex commit to working together to deliver this strategy.

### 2.3.15 **A Community Strategy for West Sussex** (WSSCC, 2004)

The vision of the West Sussex Strategic Partnership is to work together to improve the quality of life of all the people of West Sussex, both present and future. This will be achieved by focusing on the strategic directions below:

- **More effective Land-use:** plan proactively to change attitudes and assist in developing sustainable communities; use new development as a positive force to promote social, economic and environmental objectives; tackle low usage of broadband; implement innovative ways to reduce the shortage of affordable housing; introduce different ways of creating a 'sense of West Sussex'; reduce the rate of growth in household waste.
- **Better Skills for a Better Future:** increase early years education and childcare provision to support both children's development and parents' access to study and employment; raise the aspirations and achievement of young people and enable them to gain the vocational skills and the personal qualities they need for adult and working life; work with employers to improve the skills of their workforce for the benefit of the company, the individual and the local economy; engage vulnerable people and groups in learning and development to improve their skills and life chances using a multi-agency approach.
- **Keeping West Sussex Moving:** support the delivery and development of services in communities which reduce the need to travel; improve publicly accessible transport, encouraging increased use by making it more affordable and desirable; ensure West Sussex receives its fair share of national investment in all forms of transport.
- **Better Health for All in West Sussex:** enhance health & well-being through prevention, promotion and social cohesion; provide support for families, children and older people through multi-agency action; create environments conducive to better health.
- **Feeling Safer:** to take measures which will reduce crime and boost public reassurance about the low incidence of crime in West Sussex.

### 2.3.16 **Local Area Agreement for West Sussex 2006-2009 (WSCC)**

The LAA give the service providers of West Sussex a new opportunity to define local priorities and to co-ordinate resources across the public, private and voluntary sectors. It is essential that the LAA as it evolves reflects the distinctive needs of rural West Sussex.

The LAA for West Sussex is comprised of 22 priority outcomes, grouped into four blocks: Better Skills for a Better Future; Feeling Safer; Better Health for All; and Sustainable Communities.

The Sustainable Communities block has most pertinence to rural areas. The priority outcomes linked to this block are identified below, alongside a summary of the associated targets/stretch targets and reward allocations:

- Encourage entrepreneurship and increase business start-ups (increase in the number of businesses supported by 10% year on year to 2009);
- Retain businesses and enable them to grow (a reduction in vacancy rates on Business Parks and Industrial Estates of 15% by 2008/09; increase the proportion of knowledge-based businesses in West Sussex by 42% by 2008/09; increase the stock of newly built/recently refurbished industrial premises in the Coastal AIF area for retention of growing enterprises by 620 by 2008/09);
- Better quality natural and historic environment (reduce the rate of growth in waste per household to achieve a potential diversion of municipal waste to 1.9% by 2008/09; increase the proportion of properties fitted with water meters to 32% by 2008/09; reduce total CO2 emissions from energy use (excluding energy from transport) by 4.09% by 2008/09; work within UK procurement policy and EU procurement regulations to increase tenders from small and local producers to at least 6% by value of all contracts let for food and catering by the County Council by 2008/09);
- Reduce congestion, improve access to services, create more sustainable transport (reduce the proportion of people living in the Downland Transport Plan Area who cannot access a doctor's surgery within 30 minutes by public transport from 46% to 20%; increase bus patronage from 17.2m in 2004/05 to 19.1m by 2008/09. Reward element: increase the % of children getting to school by sustainable transport to 65.1% by 2008/09 from a baseline of 62.8% in 2005/06. Allocation of reward: £300,000);
- Increase the availability of suitable housing for those unable to compete in the market (deliver the West Sussex Supporting People Strategy. Reward element: increase the stock of affordable homes by 629 p.a. to 2,942 by 2008/09. Allocation of reward: £692,420);

- Better opportunities for sports and cultural activities for all sections of the community (increase by 10% the number of educational establishments with sports and/or cultural facilities available for community use from 237 to 260; increase by 3% the participation in cultural and sporting opportunities by people aged 16 and above; increase by 3% the number of children and young people accessing a wide range of high quality positive activities and informal educational opportunities particularly those young people for priority groups and areas);
- Cohesive and capable strong communities (increase the % of citizens who feel: well informed about local affairs, that they can influence decisions, community activities for their local area have got better and their area is a place where people from different backgrounds can live harmoniously; increase the number of people volunteering in the community, both in total and from BME groups. Reward elements: increase the number of quality Parish and Town Councils from 11 to 35. Allocation of reward: £75,000);
- Improve the quality of life in the most disadvantaged neighbourhoods (Reward element: increase the number of women breastfeeding; reduce premature mortality; reduce theft of and from vehicles; increase the number of vulnerable children in schools participating in positive activities and informal educational opportunities – all targets are for LNIA's (Local Neighbourhood Improvement Areas). Allocation of reward: £1,032,000; £1,200,000; £100,000; £45,000 and £50,000 for each target respectively).

## **2.4 District level policy context**

### **2.4.1 Our Kind of Place: Arun's Community Strategy**

Arun's Community Strategy identifies the following priorities:

- To achieve a fair, well balanced community: achieve a balance between urban, coastal and rural areas; between short term and long term; between the needs of the young and the elderly population; and dealing with the particular needs of the more disadvantaged;
- A safe and secure community: to make the Arun District a safer place to live, securing sustainable reductions in crime, anti-social behaviour and reducing road casualties;
- A healthy community: to develop healthy schools, workplaces and a healthy environment and meet national targets for the reduction of heart disease, cancer, accidents and suicide through a co-ordinated Health Improvement Programme.
- A prosperous community: to promote the economic growth and prosperity of the district, encouraging investment and creating new jobs;

- A well informed community: to improve the way all partners to the Community Strategy keep Arun residents informed, using all the most appropriate channels and to investigate ways of working together to provide more seamless information;
- A vibrant community: a community which looks and feels vital and interesting, with plenty to do, lots to see, and opportunities to enjoy life;
- A properly planned community: to control the scale, location and form of new development while ensuring that future economic and housing needs are met;
- A welcoming community: to create communities which reach out to and welcome new residents and visitors – making them places people want to live, to work and to visit;
- An accessible community: services which are accessible to all, so that nobody is disadvantaged on account of age, gender, race or disability;
- A properly housed community: so all Arun residents are properly housed in accommodation suitable and to safeguard the quality of private and social housing;
- A caring community: to care for those who need support whether because of their youth or their age, because of disability or circumstances;
- A well educated community: to improve access to high quality educational services for all age-groups throughout the community and promote life-long learning;
- A fun community: help people to enjoy living in Arun because of the breadth of activities;
- A forward looking community: to look forward and plan for the future ensuring that all action we take today is tested for its sustainability;
- A protected community: to protect the interests of the wider Arun community through monitoring specific activities which have the potential to adversely affect quality of life;
- An involved community: active citizens participating in their communities and having an input into decision-making processes which affect them.

#### 2.4.2 **Your Community, Your Future: A Community Strategy for Adur (2004)**

Ten key priorities and challenges were identified:

- Health and social care: support for older people to live independently; tackle fuel poverty; problems that cause ill health especially in the most vulnerable people; promote and support healthy lifestyles; support people who are caring for others.
- Education and training: provide a range of high quality early years education and childcare; raise educational standards of achievement and aspiration; promote lifelong learning and ensure libraries contribute towards this goal; narrow the gap between the best and worst performing parts of the District; introduce extensive adult basic skills training; put schools at the heart of communities.

- Housing: maximise affordable housing across a range of tenures, with a focus on key workers; increase provision through the planning system; ensure vulnerable people are housed well, including home adaptations for elderly and disabled residents; raise the standards of the social housing stock; reduce and address homelessness.
- Transport: reduce congestion and enhance accessibility; widen travel choice; ensure workplace/school travel plans are in place; improve road safety; improve access to public transport, particularly for people living in deprived areas with low car ownership; ensure transport strategies and plans compliment the aspirations of the business community; expand the network of cycle routes in increase bus passenger numbers.
- Young people and children: encourage healthy lifestyles; reduce young peoples' exposure to crime and disorder as victims and perpetrators; develop preventative work with schools to identified early signs of exclusion; provide an opportunity to voice views and involvement in decision-making.
- The environment: incorporate the principals of sustainable development into all strategies; promote environmentally sound transport; preserve the countryside and protect parks and open spaces; conserve and enhance built heritage; promote energy conservation and renewable energy; improve the street scene; reduce waste; achieve a better quality built environment and encourage innovative and sustainable design.
- Community engagement: develop skills, knowledge and confidence within communities that can be used for community benefit; encourage equal opportunities and social cohesion; raise the aspirations of disadvantaged communities so they can take advantage of local opportunities and lobby for change; keep local people informed; increase voluntary activity; encourage involvement in the democratic process;
- Crime and community safety: reduce crime and the fear of crime; reduce anti-social behaviour; improve road safety; reduce the number of fire incidents.
- Business and the local economy: support major regeneration projects; ensure provision of adequate employment land; encourage economic development of village centres; improve the attractiveness of the District to attract inward investment; improve employment prospects, education and skills of local people; create the right transport infrastructure for businesses to thrive; provide support advisory services for business start-ups; upgrade outworn business sites and premises.
- Culture and leisure: provide new and improved culture and leisure activities and promote their use; ensure people on low incomes, with disabilities and without private transport have access; create a balance between conservation and usage of the natural environment; encourage use of libraries.

### 2.4.3 **A Community Strategy for Horsham** (Horsham District Community Partnership, 2005)

The vision for Horsham's future: 'A dynamic District where people care and where individuals from all backgrounds can get involved in their communities and share the benefits of a district that enjoys a high quality of life.'

The Strategy emphasises the need to manage change in the district. The growth and development requirements (generated mainly from national and regional) raise many issues for the District, including the need to provide new infrastructure to serve its growing population. The main challenge is striking the balance between the need for continued development and the protection of the local environment.

Ten theme groups have been established which represent the priorities of the District, each of which have developed actions plans to take forward the below identified objectives:

- Community safety: tackle the perceptions of crime and disorder; promote social responsibility; reduce crime and anti-social behaviour
- Health: promote community development and involvement in health; provide parenting, carers and family support; provide one stop shops for diagnosis and treatment
- Leisure and cultural activities: improve access; ensure local leisure and cultural opportunities are available to support vibrant/cohesive communities; support and develop the input of volunteers and the voluntary sector.
- Lifelong learning: improve accessibility to learning opportunities; raise levels of basic literacy, numeracy and ICT skills; improve skills training for businesses
- Local housing: lobby relevant regional and national agencies and for increased funding to support more affordable housing; look at incentives available to help deal with under occupation of existing affordable homes and/or freeing up accommodation.
- Facilities and services for young people: enable young people to feel safe and counteract the negative image sometimes portrayed; provides the opportunity to access affordable housing; improve the help, advice and support available to young people; ensure the place of young people in society.
- Facilities and services for older people: including health and social care facilities, promoting independence; ensure housing needs are taken into account and housing is linked to transport and local services; increase awareness of the leisure opportunities.
- Transport: improve the availability of information; improve access to health facilities for individuals without private transport; improve parking provision and

management; promote improvements to the networks of footpaths, cycle routes and rights of way.

- Local business: help keep young people in housing and employment; provide support for home based businesses, opportunities for grass roots businesses and encouragement for loan businesses to develop from a low cost base, including aiming to ensure an adequate supply of premises; support the rural economy by changing attitudes to locally produced goods and continuing to work with the farming community; raise standards of management and workforce, through the pursuit of training and skills; encourage those not registered for work to return to employment to boost the workforce; promote better links between businesses and education.
- Environment: enhance and conserve biodiversity; promote waste minimisation with the aim of zero waste; promote sustainable construction and reduce green land take; promote resource efficiency to reduce pressure on natural resources.

#### 2.4.4 **A Community Strategy for Mid Sussex** (Mid Sussex LSP, 2004)

The Local Strategic Partnership and Area Community Forums have identified particular issues that are impacting upon the quality of life in Mid Sussex and need to be tackled through a joint, coordinated approach involving all partners. These include:

- To maintain an attractive and healthy environment, key issues include: transport, sustainable growth, recycling, joining up of settlements, town centre appearance, sustainable villages, maintaining and enhancing the environment, reducing carbon dioxide emissions, promoting energy/water efficiency, promoting sustainable tourism.
- To reduce crime and the fear of crime, key issues include: tackling drug and alcohol related crime, tackling anti-social behaviour, speeding, reducing the fear of crime
- Housing and Inclusion, key issues include: reducing social exclusion, affordable housing, access for people with disabilities, rural isolation, provision for the elderly, community facilities, community transport, cost of access to leisure provision.
- Lifestyle - to meet social needs, key issues include: developing support for the voluntary sector, facilities for younger people, opportunities for leisure in rural communities, village facilities
- Health and Social Care - to create a healthy environment and meet the health and social care needs of the community, key issues include: access to health facilities, elderly support services, transport to health facilities, community mental health, linking health with leisure and lifestyle, tackling drug and alcohol abuse.
- To maintain a healthy and vibrant economy, key issues include: transport provision and improvement, modernisation of business premises, town centre improvements, key worker housing, support the rural economy, employment opportunities and lack

of tertiary education, support the provision and retention of rural retail facilities to serve local communities, carry out a Farm Diversification Study, evaluate the success of West Sussex Farmers Markets.

#### 2.4.5 **A Vision for Crawley 2003-2020** (Crawley Together, 2003)

- Affordable housing: businesses are concerned affordability issues are partly behind recruitment issues, including key workers. The Strategy aims to encourage people to live and work in the town by ensuring Crawley provides a supply of decent, well-designed, social rented and other types of affordable housing.
- Community safety: this remains a particular concern for local people, who regard it as one of the most important factors in determining whether somewhere is a good place to live, work and visit. The Strategy aims to work in partnership with a range of agencies and local people to achieve sustainable long-term reductions in crime, disorder and the fear of crime.
- Local economy: unemployment is low, however there is a need to encourage other high value business to invest in Crawley to broaden the economic. The aim is to encourage a thriving local economy where a diverse range of local, regional and national business interests are encouraged to flourish.
- Health and social care: inequalities in life expectancy between neighbourhoods and local concerns over health care access, particularly in the context of an ageing population. The aim is to help everyone enjoy a full and active life by removing health inequalities and ensuring easy access to excellent modern health and social care provision where they live.
- Education and lifelong learning: the aim is to encourage learning throughout the lifespan recognising that while access to excellent early and school years learning is essential, so is the need to support a range of learning regardless of age or ambition.
- Local environment: is amongst the town's best assets – valued for their health, recreational and environmental benefits. We must ensure these spaces are protected in balance with an increasing population and any planned economic growth. The aim is to protect and improve the quality of the local environment and ensure Crawley has clean, well managed streets free of rubbish, graffiti and signs of vandalism.

#### 2.4.6 **A Community Strategy for Chichester District 2006 – 2016**

Chichester District has identified nine themes, which comprise the long term vision for the area. An additional element has been developed within the vision to reflect the changing population profile of the District, which cuts across all nine themes:

- There is a more sustainable population with a balance of people through all the age ranges.
- Everyone has the opportunity of a decent and affordable home.
- Transport and access are improved and the adverse impacts of traffic are minimised.
- Everyone can enjoy equal access to opportunities and be involved in community life.
- Our communities are even safer and there is a reduced fear of crime.
- The whole community can enjoy healthier lives, and health inequalities are reduced.
- Our natural and built environment is enhanced and protected to make a better place for current and future generations.
- The economy is prosperous with opportunities for all.
- Everyone can benefit from high quality education and lifelong learning opportunities.
- The District is an attractive place in which to live, work, learn and visit, with leisure opportunities for all to enjoy.

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West Sussex Sustainability Forum, West Sussex Sustainability Strategy 2005 – 2020, 2005

## **Annex Two: The Glossary**

## **Glossary and Abbreviations used within the West Sussex Rural Policy and Document Review**

### **Term/Abbreviation**

AONB	Area of Outstanding Natural Beauty
A8 Countries	Reference to the influx of migrant and seasonal workers who have arrived from Eastern Europe, predominantly Poland, Lithuania, Latvia, Estonia, Romania, Slovakia, Czech Republic, Hungary and Slovenia
AiRS	Action in Rural Sussex
AToS	?
CAFWS	Countryside Access Forum for West Sussex
CDC	Chichester District Council
CLBA	Country Land and Business Association
CLG	Department for Communities and Local Government
DEFRA	Department for Environment, Farming and Rural Affairs
FACE	?
FE	Further Education
GVA	Gross Value Added
HE	Higher Education
ISDP	Integrated Service Delivery Programme
LAA	Local Area Agreement – is a contract between local and central government which aims to improve local performance by allowing a more flexible use of resources and devolving responsibility, enhance efficiency by simplifying the funding streams and help local partners to join up service delivery.
LANTRA	The Sector Skills Council for the environmental and land-based sector
LDF	Local Development Framework – the new style of Local Plan, which are formatted differently to Local Plans and involve a new process that has been designed to speed up the process, ensure environmental issues are better integrated into the decisions that are made and be more accessible to the public
LEADER	A European Community Initiative for assisting rural communities in improving quality of life and economic prosperity in their local area. It has now been integrated as 'the LEADER Approach' as part of RDPE 2007-2013.
LSC	Learning and Skills Council

**Term/Abbreviation**

LSP	Local Strategic Partnership
NFU	National Farmers Union
PCT	Primary Care Trust
RASP 2008-2010	Rural Access to Services Programme run by the South East Regional Development Agency
SCS	Sustainable Community Strategy- an overarching strategy to improve the quality and co-ordination of public services
SEEDA	South East Economic Development Agency
SERAF	South East Rural Affairs Forum
SERP	South East Rural Partnership
SSSI	Site of Special Scientific Interest
SOA	Super Output Area
Sustrans	The UK's leading sustainable transport charity
VCS	Voluntary and Community Sector
WSSBP	?
WSCC	West Sussex County Council
WSEP	West Sussex Economic Partnership
WSRP	West Sussex Rural Partnership