



The Interim Worthing Sustainable Community Strategy

2008-2009

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1 Introduction

1.1 What is the Worthing Sustainable Community Strategy?

The Sustainable Community Strategy (SCS) is a long term plan to improve the quality of life for everyone in Worthing, both now and in the future. It sets the overall vision for the economic, social and environmental wellbeing of the area based on local needs.

The SCS is the overarching strategy for Worthing and provides a tool for guiding the work of all the organisations and thematic partnerships involved in Worthing Together. Worthing Together is the town's Local Strategic Partnership or LSP, and is responsible for the development and delivery of the SCS, though Worthing Borough Council is under the statutory duty to make sure it is done.

At the heart of the strategy is the recognition that major social problems are multifaceted and can only be fixed by agencies working together and pooling their knowledge and resources.

The original Worthing Community Strategy, *The Town We Want (2004-14)*, set out an ambitious agenda for improving economic prosperity and quality of life as well as boosting health, housing, active citizenship, employment and skills, transport infrastructure and reducing crime.

The new strategy has been re-named the 'Sustainable' Community Strategy in order to emphasise the idea of creating a Worthing that improves the quality of life for both current and future generations, and to show that it supports the principles of sustainable development:

- (1) living within environmental limits
- (2) a strong, healthy and just society
- (3) achieving a sustainable economy
- (4) promoting good governance, and
- (5) using sound science responsibly

1.2 What is a sustainable community?

Sustainable communities must meet the needs of existing and future generations. They provide quality homes in a clean, safe, green environment with a well-planned infrastructure. They are inclusive communities that respect the needs of the wider community, recognise individuals' rights and responsibilities and provide good services for all. The key to creating this utopia is ensuring we build communities that people want to live and work in.

1.3 Why is this an interim strategy?

There are several reasons to pause before developing a full SCS for Worthing. Crucially, some key work that should underpin the SCS, eg ways to engage the wider community in shaping services, and developing an adequate response locally

to climate change, is still in development. To allow this work to come to fruition, the interim Sustainable Community Strategy will run until mid-2009.

1.4 About Worthing Together LSP

Worthing Together is one of more than 360 LSPs in England and one of 74 in the South East region. LSPs provide the forum for collectively reviewing and steering public resources through identifying priorities in Sustainable Community Strategies. But LSPs are not statutory bodies. Therefore all target-setting and consequent financial or contractual commitments proposed by LSPs must be formalised through the relevant local authority or through one of the other LSP partners.

Underpinning and supporting the LSP are various thematic partnerships such as the Crime & Disorder Reduction Partnership (CDRP), which are responsible for tackling specific agendas and delivering service improvements. The Government's expectation is that the LSP should be the 'partnership of partnerships', working through a manageable number of thematic partnerships to deliver the priorities contained in the Sustainable Community Strategy, with the strong support of the main budget-holding public agencies and co-ordinated by the local authority.

The membership of Worthing Together's Steering Group is drawn from 12 local partnerships, Worthing Borough Council, West Sussex County Council, West Sussex Primary Care Trust, Sussex Police, West Sussex Fire & Rescue Service (WSFRS), and the Environment Agency.

See the structure diagram at the end.

1.5 Framework of the strategy

The ISCS is divided into 6 'goals'. Some of these are the same as in the previous strategy, eg A Safe Town, while others have been re-shaped to include some of the issues mentioned above. A new goal entitled 'A Town Offering a Bright Future for our Next Generations' seeks to emphasise Worthing's commitment to its new generation of residents.

At the outset of the development of the ISCS, Worthing Together agreed five cross-cutting themes to guide all partners in formulating and implementing their work plans under the six goals. These themes overlay the goals and highlight the particular concerns of Worthing Together.

Some areas of work are already well underway, while others have yet to begin.

The vision underpinning everything is to create a place which is safer, healthier, more prosperous and sustainable, respecting the many faces of the town – a place where people choose to live, work and invest.

The new strategy will integrate a number of important developments since the publication of *The Town We Want* in 2004, including the Local Development Framework (formerly the Town Plan) being prepared by Worthing Borough Council.

This will enable the physical manifestation of the SCS priorities where appropriate. Countywide initiatives, particularly the development of the West Sussex Sustainable Community Strategy and the West Sussex Local Area Agreement (LAA), will also need to be taken into account.

1.6 Summary of goals and cross-cutting themes

The ISCS has six 'goals', as follows:

- A clean and green town
- A safe town
- A prosperous town
- A healthy town
- A town where local people are active and involved
- A town offering a bright future for our next generations

A number of cross-cutting themes have guided the development of all work plans:

(i) Community engagement

Building stronger communities must be a key outcome for the strategy. It means a society in which people know and look out for their neighbours, take pride in the places where they live and work, and play an active part in the community either through volunteering or as part of local political life. This is explicitly recognised in LAA Outcome 21, which is being led in Worthing by the LSP.

(ii) Equality and Inclusion

The population of Worthing is diverse, multifaceted and contains a rich mix of people and communities with different lifestyles, preferences, faiths, ethnic origins, and ages as well as varied wants, aspirations and needs. It should be the aim of the strategy to improve services for all these groups. However, it is essential that special attention is given to the Borough's most disadvantaged or discriminated against members. Outcome 22 of the LAA, which is also being led in Worthing by the LSP, has a particular focus on addressing the needs of people living in local neighbourhood improvement areas (LNIAs).

(iii) Sustainable development

The goal of sustainable development – integrating and improving environmental, economic and social outcomes both now and in the future – should be at the heart of the strategy.

(iv) Living within environmental limits

This is one of the key planks of sustainable development, and important for Worthing given the high quality natural and historic environment that exists, and the contribution this makes to both the quality of life and local economy (eg through tourism).

(v) Culture and Leisure

A strong cultural sector is also a significant contributor to the local economy, regeneration, community cohesion, health, reducing crime, increasing educational attainment and promoting quality of life. The 'cultural sector' includes sports, arts, tourism, literature, the built and natural environments, access to our heritage, lifelong learning, community activities and events through which we express and explore our individual and collective cultures.

2 Goals

In the following tables, the key outcomes that make up each goal are listed first. Then there is a section on the LSP's immediate priorities to be achieved during the lifetime of this interim strategy. These priorities should be cross-cutting in nature and require the additional partnership focus, leadership and resources that the LSP can bring to make them happen.

In the next section, a partnership or organisation has been identified in bold lettering as having lead responsibility for ensuring successful delivery of each priority. Other partners who have agreed to be involved are also listed. After that, there is an indication of possible new areas of work over the longer term.

NB The numbers in these tables are for cross-referencing purposes and do not imply prioritisation.

Goal 1 – A clean and green town

A) Key outcomes

- i Good quality environment, with minimal pollution and minimal climate change through energy efficiency
- ii As little waste as possible (re-use, reduce, re-cycle)
- iii Protected bio-diversity (wildlife habitats)
- iv Cleaner, greener neighbourhoods from reduced litter and graffiti, and pleasant public spaces
- v Transport facilities that enable reduced dependency on cars and encouragement to walk and cycle
- vi Appropriate level of local car parking facilities, and road traffic management

B) Immediate priorities and actions (by mid-2009):

(Numbers in Section B and Section C relate to each other)

Immediate priority: Understand the effects of climate change in Worthing and start work to address them.

Actions:

- 1 West Sussex Greening Campaign

There is growing understanding of the far-reaching implications for communities of the environmental damage that arises from human activity. The rate of progress needed to tackle climate change, find solutions to our waste disposal problem, identify and use sustainable modes of transport and conserve resources for the future can only be achieved by all organisations working together.

This initiative seeks to find effective ways of engaging communities in reducing their environmental impact. It offers support to a sample of communities across the County, enabling them to devise their own local solutions and take ownership of the issues.

C) Partners (lead partner in bold):

- 1 **Transport & Environment Partnership; Worthing Borough Council; West Sussex County Council**

D) Potential longer term work:

- 1 Creating cleaner greener neighbourhoods

- a Gain Public Access to Teville Stream

To commission a report into opening public access to Teville Stream in East Worthing. Access is limited due to the wildness of the area and the dangers inherent in its status as a landfill site. Previous contaminated land risk assessments have concluded that the area is low risk, although this was due to the fact that it is not accessible to the public.

- b Develop an Off Road link

To undertake a feasibility study to deliver the First Stage of an 'Off Road Link' in East Worthing, The Off Road Link would be a major project, creating a series of linked nature trails for use by the public from waste and brownfield sites leading onto the South Downs. This first stage would look to join up Pages Lane in East Worthing with Brooklands Park.

Goal 2 – A safe town

A) Key outcomes:

- i Preventing and reducing crime and disorder through the right balance of prevention, education and enforcement

B) Immediate LSP priorities (by mid-2009):

(Numbers in Section B and Section C relate to each other)

In all cases, the suggested contributions are areas of work that are already being progressed. However, the specific issues identified below are cross-cutting in nature and require the additional partnership focus, leadership and resources that the LSP can bring to assist with the prevention and reduction of crime and disorder.

1 Tackle Purse Theft

Purse theft continues to be a priority for the Crime & Disorder Reduction Partnership (CDRP). The main victim of this type of crime is older women within Worthing town centre. A significant amount of resources and work is going into addressing this issue. Education and prevention is a key part of this work and the LSP should play a role in ensuring that key messages and education work are targeted appropriately and delivered.

2 Develop Early Interventions with Young People

This is the Durrington Early Interventions Support Project, which has been established in Durrington High and Middle Schools. The project is focused on improving the identification of behavioural issues in young people, focusing on a number of issues. This work has been evaluated and as a result funding has been secured for a further year and is being considered for a further three years. The programme of work is currently under re-development.

3 Tackle Bike theft

CDRP is delivering a range of preventative and enforcement work around bike theft. This is largely an issue of education and the LSP role should support this wider programme of work by leading an education programme with young people around bike theft and prevention.

C) Partners (lead partner in bold):

- 1 **CDRP**
- 2 **CDRP**
- 3 **CDRP**

D) Potential longer-term work:

1 Reduce Racist incidents

Improving community cohesion in Worthing as part of the overall racist incident programme being delivered by CDRP. See Goal 5, Immediate Priority 2.

Goal 3 - A prosperous town

A) Key outcomes:

- i A range of cultural and sporting opportunities
- ii High quality built environment
- iii Wide range of training and lifelong learning opportunities
- iv The right skills for local needs
- v Strong business community, with dynamic job and business creation
- vi Economically viable and attractive town centre
- vii Attractive to visitors and tourists

B) Immediate LSP priorities by mid-2009:

(Numbers in Section B and Section C relate to each other)

1 Scoping Culture & Leisure Conference

The population of Worthing is changing. There are more young people with families coming to live in the area. The purpose of this conference is to identify gaps in provision and to draw in partners from other sectors to enhance the culture/leisure offer and to help them in achieving their own outcomes.

2 Business Community Scoping Exercise

This exercise will bring greater understanding of the needs of existing businesses and the prospects for additional investment in the town, with a view to influencing the local economic priorities. To be achieved through a dedicated working party.

C) Partners (lead partner in bold):

- 1 **Worthing Community Arts Council; Worthing Borough Council;** West Sussex County Council
- 2 **Worthing Borough Council; Worthing First;** West Sussex County Council

D) Potential longer-term work:

1 Working towards an Economic Development Strategy

The strategy will enhance and support the economic profile of the town.

Goal 4 - A healthy town

A) Key outcomes:

- i High quality health care and Social Services integrated with other services
- ii A range of accessible and affordable housing
- iii Healthy living
- iv Fewer inequalities
- v General wellbeing
- vi Good quality care for older people

B) Immediate LSP priorities (by mid-2009):

(Numbers in Section B and Section C relate to each other)

In all cases, the suggested contributions are areas of work that are already being progressed and address all Outcomes for this goal. However, the specific issues identified below are cross-cutting in nature and require the additional partnership focus, leadership and resources that the LSP can bring to assist with the development of high quality health care and social services integrated with other services in the town.

1 Partnership for Older People Project (POPP)

This 2-year project will deliver a range of home support services to older people involving volunteers. The Project went live on 1st October 2007 and has started delivering services to clients, including assistance on practical issues such as shopping & cleaning, reducing isolation, help with benefits, & referring clients on to other services for support.

2 Adur/Worthing Older People's Housing and Support Strategy

Funding for the project has been sustained for 2007/8. The project will help older people maintain their independence in their own homes, promote the use of adaptations and assistive technology, access suitable affordable housing including sheltered accommodation, and lead to the prevention of homelessness, provision of extra care housing, and increased take up of direct payments & individual budgets, support the Worthing Healthy Living Centre, plus much more that is set out in the Strategy.

3 Worthing Healthy Work Place Awards

This project has evolved from the Worthing Smoke Free project, to encourage promotion of health good practice in the workplace including healthy eating, exercise, mental health and wellbeing. To date six businesses have achieved the award locally.

4 Reduce Fuel Poverty

To increase the thermal comfort, and energy ratings of households, thereby reducing costs & helping to ensure properties are fit, e.g. meeting the decent homes standard. This will also help people stay put in their own homes.

5 Carers Action Plan

To promote the Carers Action Plan to increase awareness of the situation of Carers and develop the range of services identified by them.

6 Reduce health inequalities

Some areas of Worthing are among the 10% most deprived in the South East region when

measured against the index of multiple deprivation. A range of projects has already been set up to address some quality of life issues in the town's Local Neighbourhood Improvement Areas (LNIAs) including, under this Goal, increasing the number of women breastfeeding at birth, and reducing premature mortality in those LNIAs.

C) Partners (lead partner in bold):

- 1 **West Sussex County Council; Health & Wellbeing Partnership;** Worthing Borough Council; West Sussex PCT
- 2 **Worthing Borough Council; Health & Wellbeing Partnership**
- 3 **Worthing Borough Council; Health & Wellbeing Partnership**
- 4 **Worthing Borough Council; Health Wellbeing Partnership**
- 5 **Guild Care (through Carers Liaison Project)' Health & Wellbeing Partnership;** West Sussex County Council
- 6 **LSP LAA Sub-Group (WBC, WSCC, West Sussex PCT, Worthing CVS, West Sussex Fire & Rescue Service, Worthing Churches Homeless Project)**

D) Potential longer-term work:

- 1 Set up a Dementia project

Guild Care has proposed that further work should be undertaken to explore the impact of dementia and assess the needs of the local community.

- 2 Develop a Health and Wellbeing Strategy

West Sussex PCT is working with partners to develop a Health & Wellbeing Action Plan. This will be a key document in setting out the priorities and vision for health and wellbeing. It will also inform the health and wellbeing priorities that will be negotiated for the Local Area Agreement 2.

Goal 5 - A town where local people are active and involved

A) Key outcomes:

- i Local people having a sense of community identity and actively engaged at neighbourhood level, with a sense of civic values, responsibility and pride
- ii Accessible information and advice services for the whole community
- iii Service providers who think and act long term, involve users and local residents in shaping practice, and work through strong, effective partnerships
- iv A thriving voluntary and community sector
- v Local people who are supported and enabled to participate in volunteering
- vi A socially inclusive community with fair chances for all

B) Immediate LSP priorities (by mid-2009):

(Numbers in Section B and Section C relate to each other)

1 Build the capacity of the Voluntary and Community Sector

- a Develop a local protocol underpinning the West Sussex Compact

This will make the countywide Compact (an agreement between the voluntary and public sectors to improve relationships for mutual advantage and the ultimate benefit of the people of West Sussex) more relevant for local organisations. The protocol will set out a set of minimum requirements for both sectors.

- b Set up a single gateway for grants in Worthing

The aim is for partners to collaborate closely to award and monitor local grants to voluntary and community groups.

- c Establish stronger VCS representation throughout the LSP

An open democratic process will be developed to ensure the VCS is fully involved in the work of the LSP.

2 Develop a programme of activities to build a cohesive community

The aim of the programme would be to improve community cohesiveness by building relationships across generations and between different religious or ethnic groups, and to contribute to the reduction in racially motivated incidents.

3 Develop a Comprehensive Community Engagement Strategy

As a result of low turnout rates in local UK elections, there is a perception that there is little interest or confidence in the democratic processes that affect people's everyday lives. Equally, a remote LSP co-ordinating services across a wide area holds little interest for most people. Partners should investigate new ways to engage people at local level and enable them to take more responsibility for the running of their communities.

C) Partners (lead partner in bold):

- 1
 - a **Worthing Borough Council; Worthing CVS**
 - b **Worthing Borough Council; Worthing CVS**
 - c **Worthing Borough Council; Worthing CVS**

- 2 **Worthing Borough Council**

- 3 **Worthing Borough Council**

D) Potential longer term work:

1 Support and champion a VCS Centre of Excellence

Accommodation for some key organisations and a range of resources for the VCS supported through the Masterplanning process.

2 Take positive steps to enable more people to participate in volunteering

Including research and engaging with countywide initiatives to develop better volunteering brokerage.

Goal 6 - A town offering a bright future for our next generations

A) Key outcomes:

- i High quality services and facilities for families, young people and children
- ii Well performing schools and further and higher education
- iii Wide range of youth activity

B) Immediate LSP priorities (by mid-2009):

(Numbers in Section B and Section C relate to each other)

In all cases, the suggested contributions are areas of work that are already being progressed. However, the specific issues identified below are cross-cutting in nature and require the additional partnership focus, leadership and resources that the LSP can bring to assist with the development of high quality children's and young people's (CYP) services in the town.

1 Children & Young People Forum

The LSP has set up a Children's and Young People's Forum to be the single voice for co-ordinating services for these groups in Worthing and identifying and filling (wherever possible) gaps in services.

2 MEND project (Mind, Exercise, Nutrition, Do It!)

This project aims to reduce obesity in children through focussing support on families, and includes promoting techniques to avoid unhealthy eating and change behaviour in key areas. Lottery funding for this project will expire in 2008.

C) Partners (lead partner in bold):

- 1 **Children's and Young People's Forum; Worthing Borough Council; West Sussex County Council**
- 2 **West Sussex PCT; CYP Forum;** Worthing Borough Council

D) Potential longer-term work:

None at this stage.

