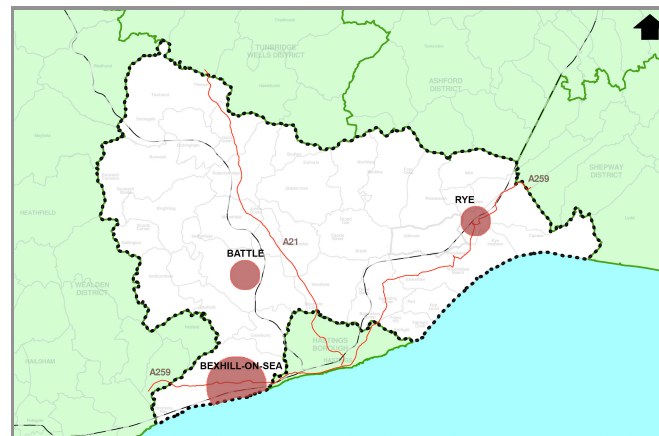


# Rother Today

A data capture exercise to assist  
Rother Local Strategic Partnership  
establish priorities

February 2010



## Nick Wates Associates

Creative Media Centre  
45 Robertson Street  
Hastings  
TN34 1HL  
t: 01424 205446  
f: 01424 205401  
e: [nick@nickwates.co.uk](mailto:nick@nickwates.co.uk)  
w: [www.nickwates.co.uk](http://www.nickwates.co.uk)



## CSC Regeneration

PO Box 43  
Etchingham  
East Sussex  
TN19 7BG  
t: 01435 884313  
e: [david.axford@cscregen.co.uk](mailto:david.axford@cscregen.co.uk)  
w: [www.csclondon.co.uk](http://www.csclondon.co.uk)

produced for



Rother Local Strategic Partnership  
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Policy & Performance Unit  
**Rother District Council**  
The Town Hall  
Bexhill-on-Sea  
East Sussex  
TN39 3JX  
t: 01424 787863  
f: 01424 787807  
w: [www.rotherlsp.info](http://www.rotherlsp.info)

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## 1. INTRODUCTION

- 1.1 This study provides an independent analysis and interpretation of the key trends and issues facing the district of Rother in order to help the Rother Local Strategic Partnership (LSP) decide on what it should be focusing on.
- 1.2 The analysis draws together data from several sources including the East Sussex in Figures data observatory, the Place Survey and the Local Action Plans. It highlights significant change since 2002 (when the LSP established its initial priorities) and makes comparisons with data at county, regional and national level where available.
- 1.3 The information is presented in the form of a Chart with sections on the overarching subjects of demography and deprivation, with thematic information on: children & young people; communication & governance; community safety and crime; economy; education; environment; health and social care; housing; leisure & recreation; transport. A separate preceding Overview Grid suggests how the recommended priority activities impact on the thematic areas.
- 1.4 The left hand column of the main Chart contains the raw data with sources identified. The middle column contains some of the emerging themes. The right hand column suggests possible LSP priority areas in response to those themes.
- 1.5 The format has been designed to make it easy for LSP members to add additional data and make their own interpretation of it. The chart could easily be updated periodically.
- 1.6 A first draft of this document was reviewed by a number of key parties but the interpretation remains the responsibility of the consultants. The interpretation is based on the consultants' experience and expertise in community planning and regeneration, combined with their local knowledge. LSP members will wish to come to their own views on the capacity of service providers to address these priorities, and the resources available to them.

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## 2 DATA SOURCES AND ACKNOWLEDGEMENTS

- 2.1 East Sussex in Figures data observatory. <http://www.eastsussexinfigures.org.uk/webview/welcome.html>
- 2.2 The Place Survey. <http://www.essp.org.uk/essp/esiscs.htm>
- 2.3 *Local Action Plan Project Thematic responses*, Rother Voluntary Action, October 2009. This report provides a detailed analysis of issues arising from the Local Action Plans completed to date.
- 2.4 East Sussex Safer Communities Partnership <http://www.safeineastsussex.org.uk/strategies.htm>
- 2.5 East Sussex Downs and Weald NHS Trust “The Health and Well Being of Older People”
- 2.6 Hastings & Rother NHS Trust Joint Service Needs Assessment (JSNA)
- 2.7 RDC Culture Survey
- 2.8 RDC Economic Regeneration Strategy
- 2.9 A first draft was kindly reviewed by the following:
  - Martin Fisher, Vice Chair, Rother LSP;
  - Scott Lavocah, Rother LSP Coordinator;
  - David Marlow, Principal Planning Officer - Strategy and Environment, Rother District Council (RDC);
  - Carol Studley, Community Safety Coordinator, Safer Rother Partnership;
  - Alison Spring, Housing Policy & Development Manager, RDC;
  - Sheila O’Sullivan, Health Improvement Commissioning Manager, NHS;
  - Joanne Wright, Policy Officer, RDS.Many thanks to all.

### 3 OVERVIEW GRID

This table illustrates how the suggested LSP priorities arising from the chart in the next section relate to the thematic areas covered by the LSP. The main areas of impact for each suggested priority are highlighted with lesser impact shown by an asterisk.

Suggested LSP priority action	Demographics	Deprivation	Children & Young People	Comm'n's & Governance	Community Safety & Crime	Economy	Education	Environment	Health & Social Care	Housing	Leisure & Recreation	Transport
<b>DEMOGRAPHICS</b>												
Promote citizen participation in governance and community services.	*			*								
Focus on programmes for specific vulnerable and disadvantaged groups e.g. young, old, ethnic minorities.	*	*	*	*	*		*		*	*		
More analysis of distinct needs of rural and urban areas.	*	*			*	*					*	*
Invest in volunteering.		*		*	*			*			*	*
Utilise interest in greater involvement in community activities (e.g. youth projects, green issues, community safety).	*	*	*	*	*		*	*	*			
<b>DEPRIVATION</b>												
Focus on areas of deprivation.		*	*		*	*	*			*		
Quality of life improvement initiatives for those in most need e.g. families.	*	*	*		*	*	*		*	*	*	*
More analysis of extent and nature of deprivation.	*	*	*		*	*	*		*	*	*	*
<b>CHILDREN &amp; YOUNG PEOPLE</b>												
Funded youth workers.			*		*				*		*	
Funded youth activities.			*		*		*				*	
Volunteer support.			*	*	*						*	
Encourage better funding and provision of local facilities.			*		*	*					*	
<b>COMMUNICATIONS &amp; GOVERNANCE</b>												
Use digital technologies and Information Technology to support local communities.				*								
Improve governance in Bexhill.	*			*								
<b>COMMUNITY SAFETY &amp; CRIME</b>												
Support neighbourhood policing and panels.		*		*	*							

Suggested LSP priority action	Demographics	Deprivation	Children & Young People	Comm'n's & Governance	Community Safety & Crime	Economy	Education	Environment	Health & Social Care	Housing	Leisure & Recreation	Transport
Community involvement in policing: e.g. confidence building initiatives, volunteer warden projects, "meet the Police" events at community locations, etc.		*	*	*	*			*			*	
Diversionary activities for young people.			*		*		*	*			*	
Encourage greater school/community engagement to address risk of generational conflicts.			*	*	*		*	*				
Drink abuse advisory projects.		*	*	*	*		*	*	*			
<b>ECONOMY</b>												
Support for new business ideas / start ups.						*						
Local businesses and services directories.				*		*						
Support for local job creation/inward investment.						*						
Encourage local purchasing/supply projects – farmers markets, community stores, etc..				*		*						
Promote area attractions to encourage local spending – e.g. discount vouchers to residents.				*		*					*	*
<b>EDUCATION</b>												
Promote adult education.		*	*	*		*	*					
Focus on places which are under achieving.	*	*	*	*		*	*					
Family learning projects.	*	*	*	*		*	*					
More linkages with continental towns to encourage interest in languages, boost trade/tourist spending.			*	*		*	*				*	
<b>ENVIRONMENT</b>												
Advice on sustainable community initiatives.				*				*		*		*
Improve and promote recycling systems; promote achievements.								*		*		
Sustainable transport strategy to ensure that public transport is a viable alternative.								*				*
"Green Rother" - style branding.				*				*				
Prioritise road repairs following winter damage.								*		*		*
Explore and promote resource conservation.				*				*				
<b>HEALTH &amp; SOCIAL CARE</b>												
Encourage sports / fitness opportunities.			*		*			*	*		*	

Suggested LSP priority action	Demographics	Deprivation	Children & Young People	Comm'n's & Governance	Community Safety & Crime	Economy	Education	Environment	Health & Social Care	Housing	Leisure & Recreation	Transport
Use public facilities to encourage people to be active e.g. public open space.			*	*				*	*		*	
Explore impact of teenage pregnancy rates on housing, employability, etc. – cycles of deprivation.	*	*	*	*		*	*		*			
Support for carers.	*	*	*			*	*		*	*		
Investment in voluntary organisations and new community businesses.						*			*			
Encourage education sector to support social care sector.				*			*		*			
<b>HOUSING</b>												
Ensure housing policies support requirements of economic regeneration and community cohesion.	*	*	*			*	*	*		*		
Expand supply of affordable housing.	*	*	*			*	*			*		
Support for the homeless and badly housed.	*	*	*	*		*	*			*		
<b>LEISURE &amp; RECREATION</b>												
New active leisure facilities.			*		*	*		*	*		*	*
Promote community engagement in cultural facilities and public space.			*			*	*	*			*	*
Incorporate users views in promotional material.				*			*		*		*	
Cross District initiative to develop/improve Village amenities.	*	*	*		*	*		*			*	
<b>TRANSPORT</b>												
Produce integrated transport strategy and establish delivery mechanisms.						*		*				*
Speed Controls.			*		*			*				*
Parking Enforcement.					*			*				*
Cycling Improvements.			*		*			*	*		*	*
Pavement Improvement Plan.			*					*	*	*	*	*
Bus signage.						*		*		*		*

## 4 THE CHART

DEMOGRAPHICS			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
1.	Rother population estimated as 88,840 in 2008 – increase of 3.2% between 2002 and 2008, about the same as county & regional averages <i>Source: East Sussex in Figures</i>	Aging population.	Promote citizen participation in governance and community services.
2.	Black and Minority Ethnic (BME) and mixed race peoples now account for nearly 4% of Rother population, compared to 2% in 2002 (%age in SE increased from 5.4% to 8.0%). The highest concentration of BME population are St Marks, Bexhill 7%; Central, Bexhill 3% and Ewhurst and Sedlescombe 3% <i>Source: East Sussex in Figures</i>	Changing population. e.g. Increasing ethnic diversity.	Focus on programmes for specific vulnerable and disadvantaged groups e.g. young, old, ethnic minorities.
3.	Total Non White British population (BME plus Irish, Europeans and other white backgrounds) are most concentrated in: St Marks, Bexhill, 10%; Central, Bexhill, 6%; Collington, Bexhill, 5% and Sackville, Bexhill, 5%. <i>Source: East Sussex in Figures</i>	Growing population.	More analysis of distinct needs of rural and urban areas.
4.	Numbers of older BME people expected to have doubled since 2001. <i>Source: NHS Health &amp; Well Being of Older People</i>	Rural / urban split - very different needs, especially in relation to lack of affordable housing for younger people, social care, access to transport, health and leisure facilities in rural areas, and lower education performance, higher unemployment and anti-social activity in Bexhill especially.	Invest in volunteering.
5.	Birth rates per 1000 population show slight increase in line with national, regional and county averages; death rate per 1000 population declined from 18.5 to 14.0 from 2002, indicating an aging population – a much sharper decline than elsewhere. <i>Source: East Sussex in Figures</i>	Residents feel attached to their immediate communities, but less so to the district of Rother.	Utilise interest in greater involvement in community level activities (e.g. youth projects, green issues, community safety).
6.	Residents' satisfaction levels with their local area is higher than East Sussex area; most feel attached to area <i>Source: Rother Place Survey</i>		
7.	Satisfaction with their home is in line with East Sussex average <i>Source: Rother Place Survey</i>		

DEMOGRAPHICS			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
8.	Home owners and older people are generally most satisfied; levels are consistent across District <i>Source: Rother Place Survey</i>		
9.	Scores relating to community cohesion, respect and taking responsibility are generally higher than elsewhere in E Sussex; there has been some decline in scores, but this is in line with other areas <i>Source: Rother Place Survey</i>		
10.	Big reduction in numbers who feel that people show others a lack of respect. <i>Source: Rother Place Survey</i>		
11.	Civic participation and volunteering scores are higher than the county average. <i>Source: Rother Place Survey</i>		
12.	"Desire to engage in decision making" is increasing, but fewer people now think that their views make a difference. <i>Source: Rother Place Survey</i>		
13.	Almost half the population (42,280) lives in Bexhill, the other half live in rural areas, villages or small towns. <i>Source: RVA</i>		
14.	32% are over retirement age in the district mid-2005, compared to 26% in East Sussex and 19% in England as a whole. 41% of Bexhill residents are over 60. <i>Source: East Sussex in Figures</i>		



DEPRIVATION			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
15.	According to Index of Multiple Deprivation (IMD) in 2004 and 2007, the most improved Super Output Area (SOA) is Darwell ward (SOA Rother 003A); biggest decline is in Bexhill St Michael's (SOA 008E). <i>Source: East Sussex in Figures</i>	Significant and growing areas of deprivation.  Deprivation concentrated in Bexhill, where almost half the District's population lives.	Focus on areas of deprivation.  Quality of life improvement initiatives for those in most need e.g. families.
16.	Most deprived SOA is 007E (Sidley Ward) no 17 of 327 in East Sussex; least deprived is 009C (Bexhill St Marks (no 303). <i>Source: East Sussex in Figures</i>	Deprivation probably mostly affecting families with children.  Economic polarisation in Bexhill at SOA level.	More analysis of extent and nature of deprivation.
17.	Rother has second lowest (ie least deprived) IMD rating in County, and is below county average. <i>Source: East Sussex in Figures</i>		
18.	8,400 people rely on means tested benefits and 2,400 children live in low income families. <i>Source: Rother :LSP</i>		
19.	Job Seeker Allowance (JSA) and incapacity benefit claimants at county and national averages, but higher than in south east overall. <i>Source: East Sussex in Figures</i>		
20.	Percentage of working age people claiming out of work benefits is identical to county average, but rate of increase has been faster than national and regional averages. <i>Source: East Sussex in Figures</i>		
21.	Number of families receiving in work tax credits is lowest in county. <i>Source: East Sussex in Figures</i>		
22.	Rates of children receiving free school meals below county averages, except in Bexhill. <i>Source: East Sussex in Figures</i>		
23.	Number of NEETs (Not in Employment, Education or Training) increased 9.5% across		

DEPRIVATION			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
	East Sussex in 2008; RDC policy paper (October 2009) referred to “continuing rise” in NEETs in Rother. <i>Source: DCSF, RDC</i>		
24.	<p>Sidley is the most deprived ward in Rother:</p> <ul style="list-style-type: none"> <li>• The average (mean £26,500) and median (£22,500) incomes for the ward are the lowest in the District (2009 data).</li> <li>• Unemployment is currently at 7%, rising from under 4% one year ago; district average rise 1.8% to 3%, South East average 1.5% to 3% and 2% to 4% nationally.</li> <li>• One third of children live in poverty. 29% of pupils in the ward receive free meals.</li> <li>• 34% of children at Sidley Community Primary School and 19% at King Offa Primary School have special educational needs. <i>Source: East Sussex in Figures</i></li> </ul>		

CHILDREN & YOUNG PEOPLE			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
25.	Activities for teenagers identified as being in need of improvement. <i>Source: Rother Place Survey</i>	Lack of activities for young people.	Funded youth workers.
26.	Widespread desire for: After school facilities; improved parking at schools; walking buses; improved early years provision; more youth activities; school facilities to be available for communities; improved place facilities. <i>Source: LAPs</i>	Inadequate sporting and play opportunities/ facilities.	Funded youth activities.  Volunteer support.  Encourage better funding and provision of local facilities.
27.	Need to address vandalism. <i>Source: LAPs</i>		

COMMUNICATIONS & GOVERNANCE			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
28.	Widespread desire for better communications at all levels. <i>Source: LAPs</i>	Need for village / neighbourhood websites.	Use digital technologies and Information Technology to support local communities.
29.	Dissatisfaction with governance in Bexhill. <i>Source: Bexhill LAP</i>	Need for local business and services directories.	Improve governance in Bexhill.
30.	44% of residents say they feel well informed about local public services, which is inside the top quartile for all local authorities in England. <i>Source: RDC</i>	Need for newsletters and local notice boards.	
31.	36% of residents feel informed about how to get involved in local decision making, also within the top quartile nationally, but RDC wish to improve this figure. <i>Source: RDC</i>	Need for improved local governance structures in Bexhill.	

COMMUNITY SAFETY & CRIME			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
32.	Issue is seen as one of most important factors in making somewhere a good place to live. <i>Source: Rother Place Survey</i>	Perceptions gap means that people perceive that there is more crime than there is.	Support neighbourhood policing and panels.
33.	Residents feel safe during day and night; levels are higher than E Sussex generally. <i>Source: Rother Place Survey</i>	Vandalism and antisocial behaviour are key elements of concern on community safety.	Community involvement in policing: e.g. confidence building initiatives, volunteer warden projects, "meet the Police" events at community locations, etc.
34.	Perceptions of anti social behaviour problems are lower than in other parts of county. <i>Source: Rother Place Survey</i>	Inadequate community involvement in neighbourhood policing; inadequate communications between police and other services and public.	Diversionary activities for young people.
35.	Perceptions of Police and others dealing with ASB successfully are low but higher than other parts of county. <i>Source: Rother Place Survey</i>	Risks of inter-generational alienation.	Encourage greater school/community engagement to address risk of generational conflicts.
36.	Most are satisfied with Police and Fire & Rescue services. <i>Source: Rother Place Survey</i>		Drink abuse advisory projects.
37.	Big reductions in problems associated with public drunkenness and drug taking since 2002/3, but returns are still higher than other areas of E Sussex. <i>Source: Rother Place Survey</i>		
38.	Facilities for children & young people identified as being in need of improvement; "teenagers hanging around" seen as a key ASB problem. <i>Source: Rother Place Survey</i>		
39.	Bexhill residents much more likely to report feeling unsafe at night than other parts of the District. <i>Source: Rother Place Survey</i>		
40.	Rates of recorded crime are at or below national, regional and county averages. Rates of violent and sexual assault are particularly low. <i>Source: East Sussex in Figures</i>		

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COMMUNITY SAFETY & CRIME			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
41.	Only 25% feel that Police and other services properly seek peoples' views on ASB issues, and 27% feel that the services are properly addressing the issue – both are median figures nationally, and can be improved. <i>Source: Rother Place Survey</i>		
42.	Rother is in lower quartiles for addressing problems of vandalism, graffiti, damage to property & cars and abandoned vehicles. <i>Source: Rother Place Survey</i>		

ECONOMY			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
43.	Increasing concern about job prospects, income levels and local cost of living/ <i>Source: Place Survey</i>	<p>Concern about economy: impact on imbalance between housing costs and salaries.</p> <p>Low disposable income.</p> <p>Lack of opportunities for local business and employment.</p>	Support for new business ideas / start ups.
44.	Rate of new business registrations is better than most areas of the country, but not in top quartile. <i>Source: NIS</i>		Local businesses and services directories.
45.	New VAT registrations increased by between 1.0 and 1.7% p.a. for last four years – same as the county rate, but lower than regional and national averages. <i>Source: East Sussex in Figures</i>		Support for local job creation/inward investment.
46.	Around 12% of Rother businesses show employment growth in years to 2007 – roughly the same as county, regional and national averages, but 2008 figures put Rother in lowest quartile nationally for employment growth. <i>Source: East Sussex in Figures/NIS</i>		Encourage local purchasing/supply projects – farmers markets, community stores, etc..
47.	Household incomes in Rother are below national, regional and county averages. Average (mean) incomes in 2009: Rother £32,939, South East £39,231, GB £35,006. <i>Source: East Sussex in Figures</i>		Promote area attractions to encourage local spending – e.g. discount vouchers to residents.
48.	Personal insolvencies per 1,000 population are similar to national, regional and county averages (24.6 in Rother 2008). <i>Source: East Sussex in Figures</i>		
49.	78.2% of Rother residents are economically active in year to June 2009; lower than county (81.9%) and regional (82.4%) averages. <i>Source: East Sussex in Figures</i>		
50.	Job Seekers Allowance (JSA) claimants increased by 79% between January 2008 and December 2009 – still lower rate of increase than in county and region. <i>Source: East Sussex in Figures</i>		
51.	Widespread desire for: Small scale/discreet development offering opportunities for local employment; Reuse of redundant agricultural buildings; Local business directories; Support for village shop(s)/facilities; Further development of area as tourist destination; Encouragement of		

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53.	Structural weaknesses in employment: over reliance on public sector and low paid, seasonal employment in tourism and horticulture/ agriculture.		
54.	<p>Local priorities identified by key study:</p> <ul style="list-style-type: none"><li>• Support the visitor economy;</li><li>• Encourage development of high performing &amp; high growth businesses;</li><li>• Improve local business competitiveness;</li><li>• Improve education and skills levels, particularly among young people;</li><li>• Promote a positive image for the area;</li><li>• Help remove barriers to employment;</li><li>• Improve the economic and social vitality of the more deprived areas.</li></ul> <p><i>Source: RDC Economic Regeneration Strategy</i></p>		

EDUCATION			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
55.	Percentage of pupils achieving 5 or more A*-C GCSEs higher than county, regional and national averages. <i>Source: East Sussex in Figures</i>	Skills training needed for adults.  Inconsistent levels of achievement.	Promote adult education.
56.	Rother schools generally achieve or exceed county averages at all school Key Stages; Bexhill performs least well in early years and Rye does worst at GCSE level. <i>Source: East Sussex in Figures</i>		Focus on places which are under achieving.
57.	Adult residents have fewer qualifications at all levels than county and national averages. <i>Source: East Sussex in Figures</i>		Family learning projects.
58.	Significant under achievement at GCSE level in Rye – particularly among boys (35% achieved 5 or more A-C GCSEs), and among children with special needs. <i>Source: East Sussex in Figures</i>		More linkages with continental towns to encourage interest in languages, and potentially boost trade/tourist spending.
59.	Numbers of pupils studying modern languages to GCSE declining across Kent & Sussex. <i>Source: BBC News 7.2.2010</i>		
60.	Above average number of school children with special educational needs. <i>Source: JSNA</i>		



ENVIRONMENT			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
61.	High satisfaction ratings for keeping land free of litter and refuse collection, but figures have fallen substantially and are low on national comparisons. <i>Source: Rother Place Survey</i>	Potential to improve satisfaction ratings for collection and recycling  Potential risks posed by water resources eg droughts, flooding.	Advice on sustainable community initiatives.  Improve and promote recycling systems; promote achievements.
62.	Resident satisfaction levels for door step recycling has dropped (in line with other areas after first year of alternate weekly collections). The council has a stated objective to work towards 50% collection of household waste going to re-use, recycling and composting. <i>Source: Rother Place Survey</i>	Targeted local (e.g. village level) initiatives with Parishes  Need for increased and more user friendly recycling systems.	Sustainable transport strategy to ensure that public transport is a viable alternative.  "Green Rother"-style branding.  Prioritise road repairs following winter damage.
63.	Amount of household waste collected per head of population has declined by c 9% since 2004/5 – slightly ahead of the county average. <i>Source: East Sussex in Figures</i>	Economic impacts of climate change as result of coastal and downland erosion and flooding.  Need to lead and encourage local action to address climate change.	Explore and promote resource conservation.
64.	Widespread desire for: Encouragement of community composting/green waste schemes; Improvement of recycling take up; Cardboard recycling; Deterring dog fouling/ encourage owners to remove mess; Improved local footpaths; Instigation of village clean ups; Improved drainage. <i>Source: LAPs</i>		
65.	Effectiveness of road and pavement repairs identified as issue most in need of improvement, but traffic congestion and public transport quality also highlighted. <i>Source: Rother Place Survey</i>		
66.	River and coastal flooding is an identifiable risk across District, with sandbags available at strategic sites. <i>Source RDC</i>		

HEALTH & SOCIAL CARE			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
67.	Almost three quarters say they are in good health, slightly less than the county average. <i>Source: Rother Place Survey</i>	Aging population is increasing demand on services.	Encourage sports / fitness opportunities.
68.	Residents' health concerns increase with age, but only 4% of older people say they are in bad health. <i>Source: Rother Place Survey</i>	Inactive population.	Use public facilities to encourage people to be active e.g. public open space.
69.	High numbers of older people not reflected in self-reported incidences of bad health. <i>Source: East Sussex in Figures</i>	Lack of interest in sports and fitness for health; many find excuses not to participate.	Explore impact of teenage pregnancy rates on housing, employability etc – cycles of deprivation.
70.	Most are satisfied with GP, hospital and dental services, in line with county averages. <i>Source: Rother Place Survey</i>	Apparent ineffectiveness of sexual health and contraception advice.	Support for carers.
71.	Rate of teenage pregnancies has increased in Rother since 1999, while diminishing elsewhere in East Sussex. <i>Source: East Sussex in Figures</i>	Dependence on unpaid carers.	Investment in voluntary organisations and new community businesses.
72.	Percentage of teenage pregnancies that are aborted is close to the county average. <i>Source: East Sussex in Figures</i>	Unhealthy lifestyles among some older people.	Encourage education sector to support social care sector.
73.	Life expectancy higher than county, regional & national averages. <i>East Sussex in Figures</i>	Social isolation in rural areas.	
74.	Desire for: Increase in sporting opportunities; Establishing a range of fitness activities; better transport to Conquest Hospital; Voluntary car schemes to medical appointments. <i>LAPs</i>		
75.	The Rother District population profile has the second highest population over 65 and the highest over 85 population by district in England and Wales. <i>Source: Rother :LSP</i>		
76.	Slightly higher than average proportion of residents provide unpaid caring services. <i>Source: East Sussex in Figures</i>		
77.	Above average numbers of children in Year 6 classified as being overweight or obese <i>Source: JSNA</i>		

78.	Above average numbers of reported cases of atrial fibrillation, cancer, CPD, CHD, dementia, diabetes, heart failure, hypertension, TIA. <i>Source: JSNA</i>		
79.	Above average numbers of: <ul style="list-style-type: none"> <li>• referrals for social care of</li> <li>• residents receiving social care payments or budgets</li> <li>• meals on wheels recipients. <i>Source: JSNA</i></li> </ul>		
80.	Above average number of people aged 65+ receiving flu and pneumococcal vaccinations. <i>Source: JSNA</i>		
81.	The issues of social isolation and rural location need to be tackled in commissioning health and social care services. <i>Source NHS Older People Strategy</i>		
82.	There are around 1,800 emergency hospital admissions a year due to accidents (including falls) in NHS East Sussex Downs and Weald. <i>Source NHS Older People Strategy</i>		
83.	760 people, representing 2% of those aged over 65 who were admitted to hospital were discharged to residential accommodation. <i>Source NHS Older People Strategy</i>		
84.	Just over one in three people aged 65–74, and less than one in three people aged 75 and over, eat the recommended five or more portions of fruit and vegetables per day. <i>Source NHS Older People Strategy</i>		

HOUSING			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
85.	Average houses in Rother now cost 8.6 times the average male residents' income; although this is almost identical to the county average, this ratio has increased more rapidly since 2002 than the national, regional and country averages. <i>Source: East Sussex in Figures</i>	High house prices and rental levels, and low incomes.  Lack of affordable housing.	Ensure housing and planning policies support requirements of economic regeneration and community cohesion.  Expand supply of affordable housing.
86.	More new houses were completed in Rother in 2006/7 and 2007/8 than other ES Districts, but the figure in 2008/9 (200) was the lowest in the county. <i>Source: East Sussex in Figures</i>	Risk of market forces impacting on developer decisions to bring forward larger sites which are above the threshold and require affordable housing, deepening pockets of deprivation by concentrating on homes for owner occupiers (potentially older people moving into area) at cost of affordable housing for younger families.  Likelihood of younger people/families leaving the area as a result of high house prices and low wages.	Support for the homeless and badly housed.
87.	7.5% of new housing completions in Rother were affordable – a significantly lower proportion than elsewhere in the county. <i>Source: E Sussex in Figures</i>		
88.	268 new houses need to be completed per year in Rother to 2026 to meet South East Plan – the second highest number in the county. <i>Source: East Sussex in Figures</i>		
89.	1689 people on the housing waiting list and 18 families in temporary accommodation in 2009 – by far the lowest numbers in the county, but both said to be increasing in relation to supply (164 new lettings and 581 new HA applications in 2 <sup>nd</sup> half 2009). <i>Source: E Sussex in Figures/RDC</i>		
90.	The social housing stock in Rother is the smallest in the county. <i>Source: East Sussex in Figures</i>		
91.	The shortage of affordable housing for young people is identified as a priority concern, particularly in rural areas. <i>Source: Rother Place Survey</i>		
92.	Concern about quantity of new development and need for affordable housing. <i>Source: LAPs</i>		
93.	Risks of fuel poverty, especially older people in rural areas. <i>Source: RDC</i>		

LEISURE & RECREATION			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
94.	High satisfaction scores for Rother libraries and parks, lower ratings for sports and theatre/concert facilities. <i>Source: Rother Place Survey</i>	Inactive population, especially the elderly.	New active leisure facilities.
95.	Rother is in the lowest 25% nationally in terms of participation in active sports or recreation; 44% had not visited any form of sports or leisure facility in past year. <i>Source: East Sussex Sustainability Partnership/RDC Culture Survey</i>	Imbalance in satisfaction ratings between users and non-users of sports facilities.	Promote community engagement in cultural facilities and public space.
96.	Older people, people with disabilities and White British people are all less likely to have visited a sports facility than younger, able bodied and BME residents; no difference between men and women. <i>Source: Culture Survey</i>	Lack of community sense of ownership of cultural facilities (especially De La Warr Pavilion) and public space.	Incorporate users views in promotional material.
97.	Over 60% of sports club users visit a facility more than once a month; most users give facilities high ratings. <i>Source: Culture Survey</i>	Need for adult education.	Cross District initiative to develop/improve Village amenities.
98.	Lack of interest in sports most cited as reason for non-participation, followed by illness or disability. <i>Source: Culture Survey</i>		
99.	Cost, targeted activities for teenagers and older people and cleanliness all cited as main areas for improvement; concerns about lack of building maintenance at Bexhill and Rye. <i>Source: Culture Survey</i>		
100.	Visits to museums & galleries increasing, but still only at 10%; satisfaction levels among users constant at c 47%. <i>Source: Rother Place Survey</i>		
101.	Attendance at concert halls and theatres static over past three years, but satisfaction levels are rapidly declining (+26% approval in 2003/4, now zero). <i>Source: Rother Place Survey</i>		
102.	Widespread desire for: Developing adult education classes in villages; Developing new leisure activities/clubs; Seeking land suitable for sports pitches; Developing new sports		

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102.	Widespread desire for: Developing adult education classes in villages; Developing new leisure activities/clubs; Seeking land suitable for sports pitches; Developing new sports opportunities/facilities; Developing new village hall/centre; Developing volunteer opportunities; Developing parish archive; Supporting local library services. <i>Source: LAPs</i>		
	Only around one in five men aged 65–74, and one in 10 men aged 75 and over, achieve national activity guidelines. 16% of women aged 65–74		

TRANSPORT			
ITEM	HEADLINE ISSUES	EMERGING THEMES	SUGGESTED LSP PRIORITIES
104.	Rother residents have identified issues of road congestion, traffic speed, road safety and accessibility of services as key to improving the quality of life in the area. <i>Source: Rother Place Survey</i>	Speeding / rat running.  Lack of parking enforcement / facilities.	Produce integrated transport strategy and establish delivery mechanisms.  Speed Controls.
105.	Widespread desire for: improved bus services; better services for Conquest; better services to link with rail; better services to link to schools/after school; services to link to shopping areas; develop additional CT services; publicise services better; have locally available timetables; extend service times; develop voluntary car schemes; lobby for speed limit reduction; enforce speed limit; improve signage; improved crossing facilities; improved maintenance of roads and pavements; extend pavements; stop rat running; address overgrown hedges etc causing hazards; introduce traffic calming to stop inappropriate use by freight traffic; improve accessibility of pavements (wheelchairs/prams); improve safety for cyclists; develop additional parking; address inappropriate street parking; establish green/quiet lanes; establish new rights of way/cycle routes; improve rights of way/cycle routes; develop footpaths walks booklet; set up Walking buses; create areas where cyclists/pedestrians take precedence. <i>Source: LAPs</i>	Poor public transport services, linkages and information.  Inadequate cycling facilities.  Need for more / better pavements.	Parking Enforcement.  Cycling Improvements.  Pavement Improvement Plan.  Bus signage.
106.	Poor road & rail links to London, Brighton etc impact on economic performance. <i>Source: RDC Economic Regeneration Strategy</i>		