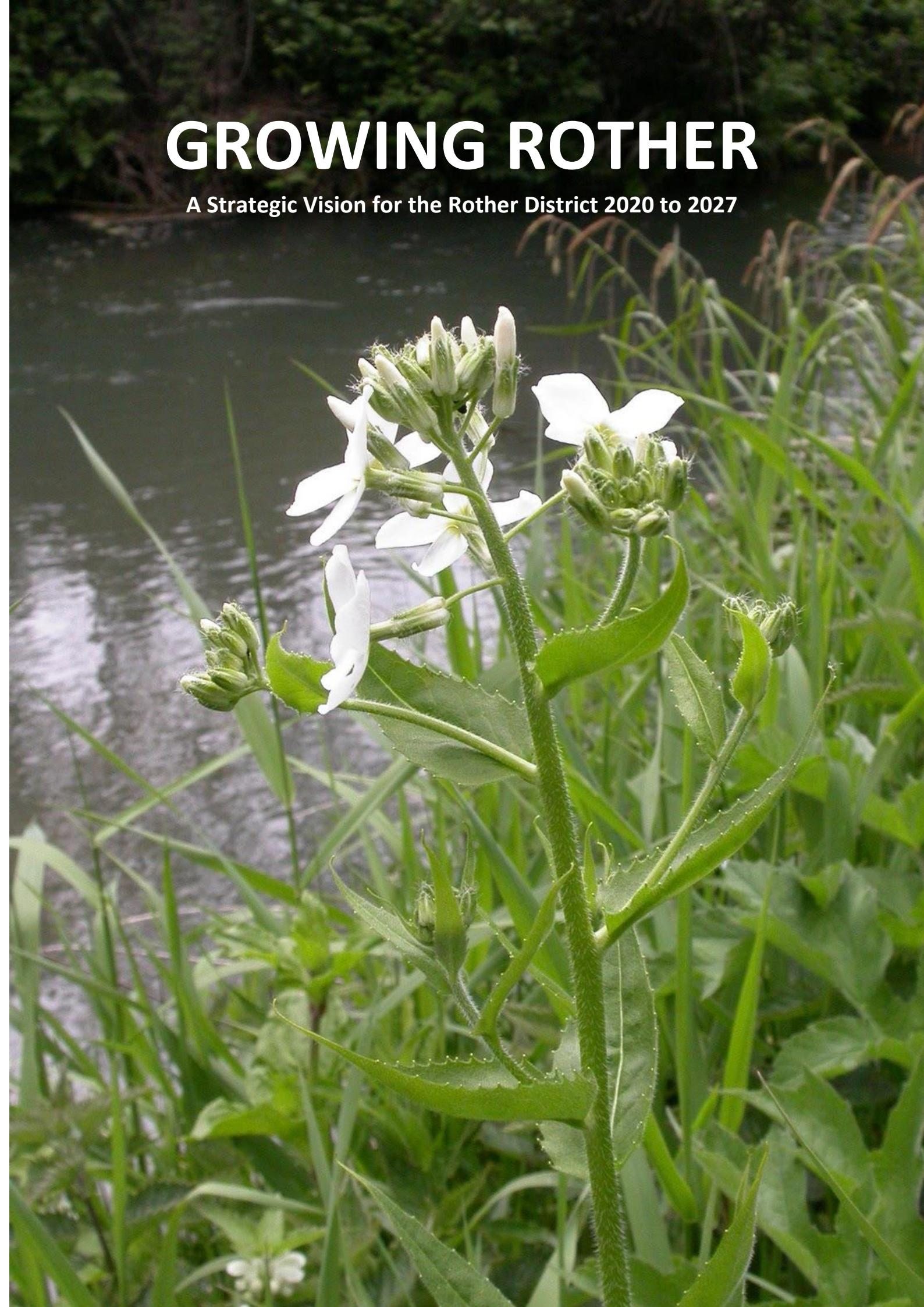


GROWING ROTHER

A Strategic Vision for the Rother District 2020 to 2027

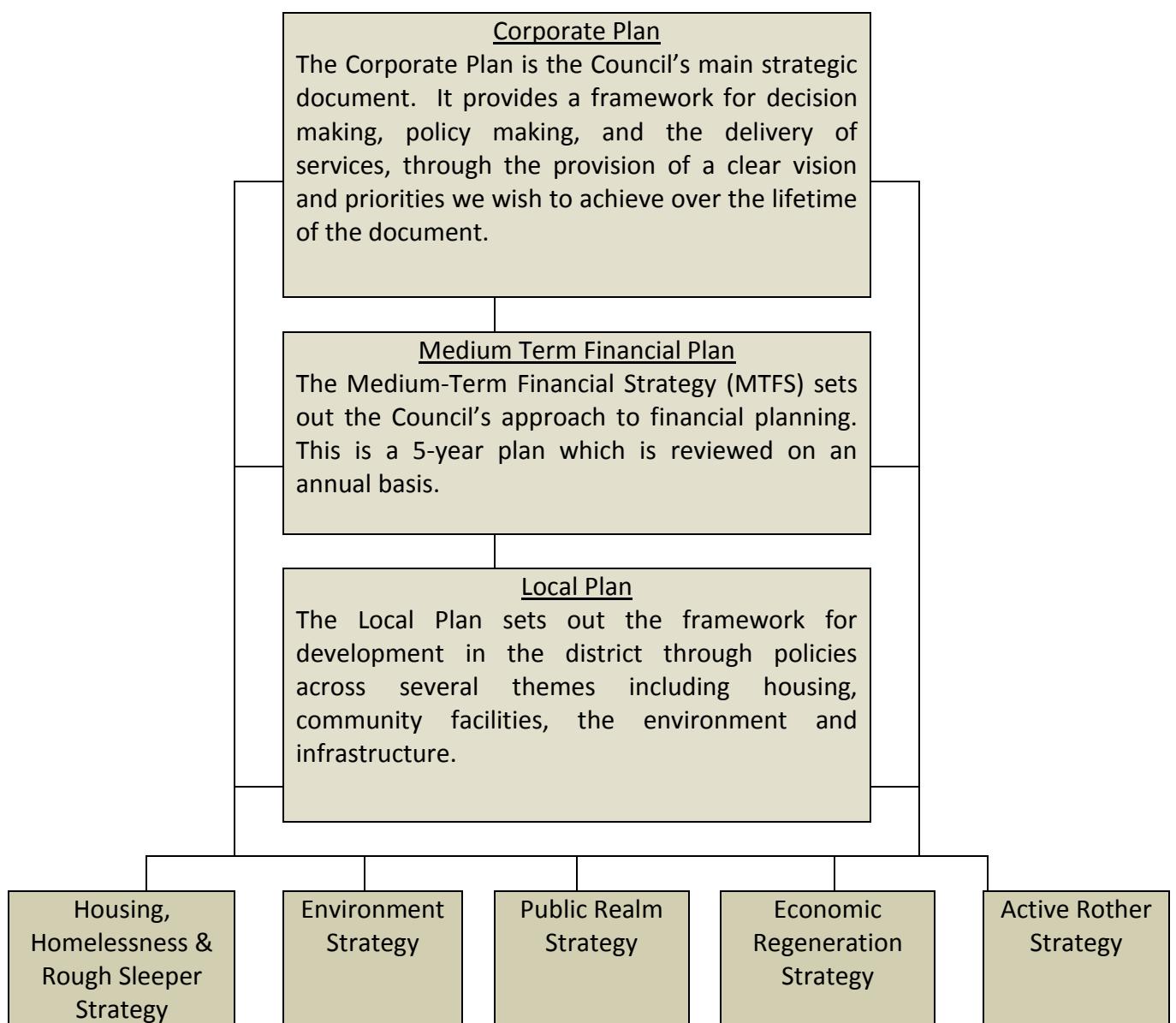


Introduction

Welcome to the Rother District Council's Corporate Plan, a strategic vision which sets out the Council's priorities for the next seven years.

This is the first plan of the Rother Alliance. The Alliance have formed in the spirit of cross-party co-operation to deliver services and take forward decision making in a collaborative, and transparent manner.

The diagram below sets out the role of a Corporate Plan within the policy framework for the Council:



What We Do

The Council is one of 201 non-metropolitan district level local authorities charged by the UK Parliament with duties and powers to deliver a wide range of public services to its citizens, including:

- Housing policy and services
- Spatial planning, development consents and building regulations
- Environmental and public health – food safety, pollution control, licensing
- Waste and recycling collection, street and beach cleaning
- Benefits payments
- Leisure and recreation
- Economic development
- Community safety and emergency planning
- Car parks and public conveniences

Not all services are provided directly by the Council; some are contracted out, for example waste and recycling. The Council has responsibility to ensure all these services are delivered efficiently and effectively; this is achieved through a scrutiny process – high level data on the effectiveness of services is monitored and reported on.

Not all the work of the Council is dictated by statute; there are several discretionary powers open to the Council enabling it to act on issues and the concerns of its residents.



Photo: Be Active, Jubilee Lawns



Photo: Northiam Village Green



Photo: Westfield

Strategic Vision:

In 2027, Rother will be:

A place where communities are strong, connected and vibrant;

where people can lead healthy and fulfilling lives, and have a great quality of life;

a prosperous place, with a good mix of employment, including tourism, creative and green industries;

a place where housing is available to meet housing needs;

working towards being a greener, cleaner, carbon-neutral and eco-friendly place

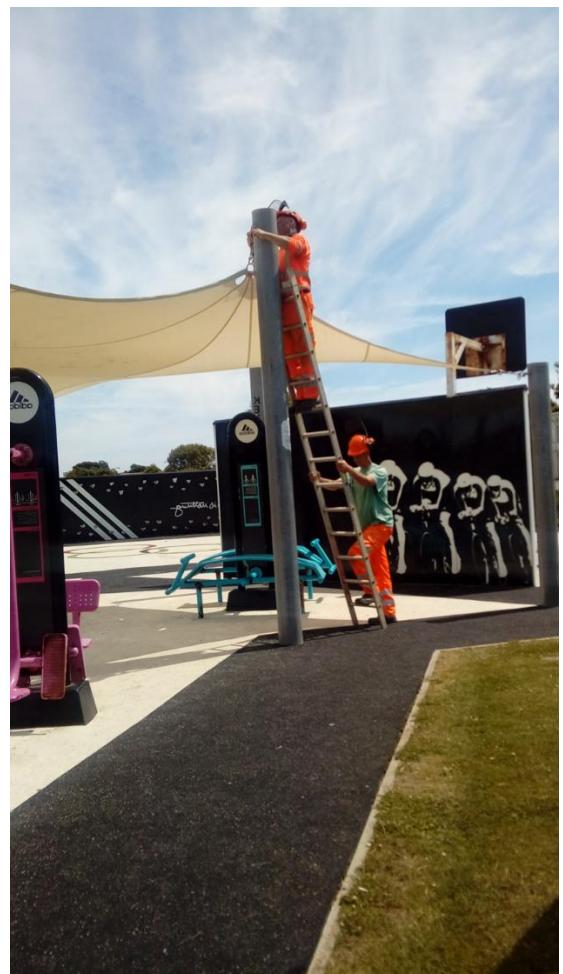


Photo: Adizone, Bexhill



Photo: Contractor working in Rye



Photo: Affordable housing development, Burwash



Photo: Empty homes inspection



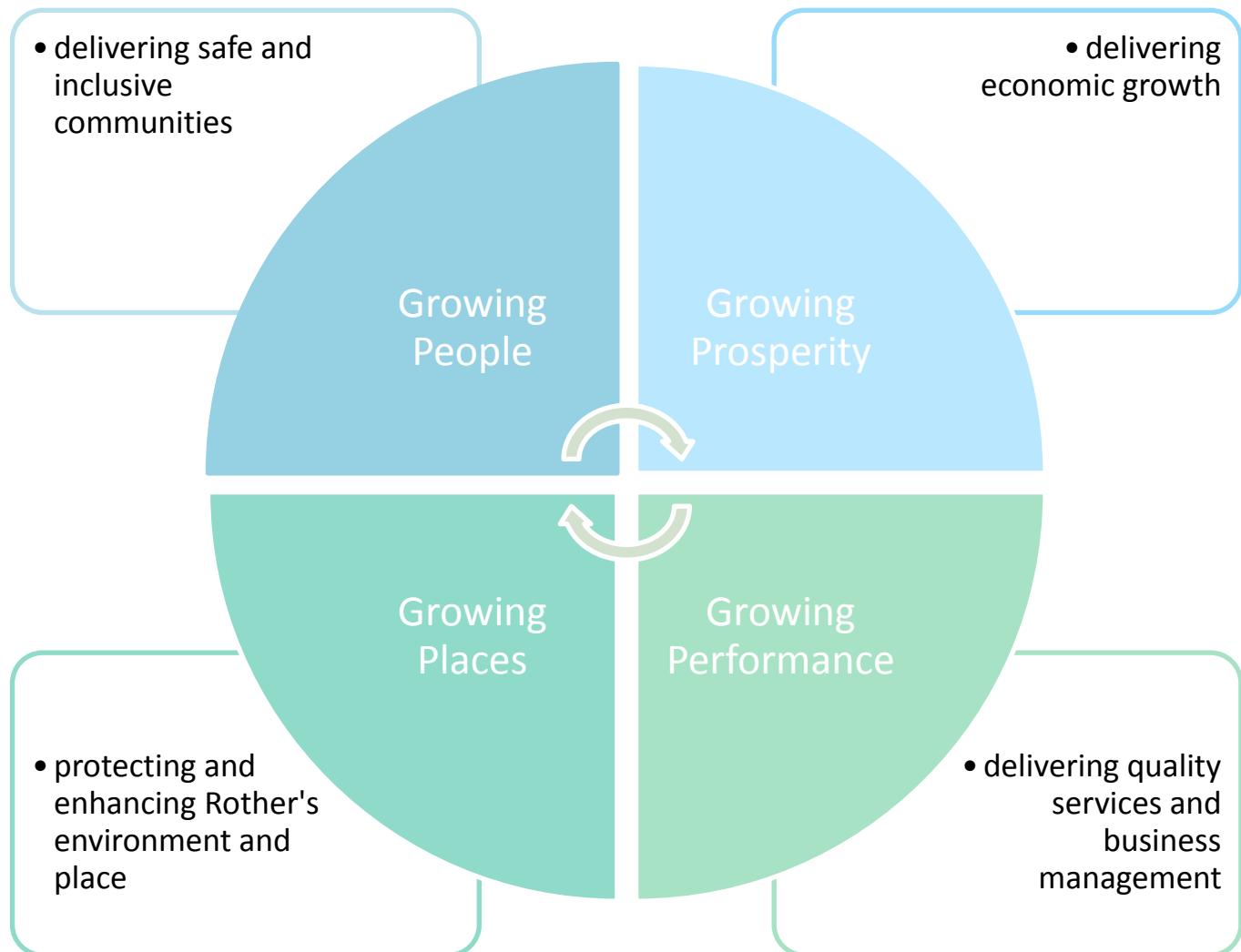
Photo: Rye Art Gallery – Community grant recipient



Photo: Egerton Park, Bexhill

Priorities:

In order to deliver on this vision, the Council has set four priorities:



ACTION PLANS

GROWING PEOPLE: Delivering safe and inclusive communities

Priority Targets:

- A revised Council Tax reduction scheme, in place by end of 2024
- Reduce the Rother Housing list from 1,600 to 1,200 by end of 2023

Aims	Actions
Improve existing housing quality	<ul style="list-style-type: none"> • Increase the standards of private rented housing • Improve safety of private rented housing • Decrease the number of empty homes
Provide effective welfare provision	<ul style="list-style-type: none"> • Decrease homelessness and rough sleeping • Decrease time spent in emergency accommodation • Continue making improvements to the new and existing benefit claims processing times • Review the council tax reduction scheme to support the most vulnerable residents • Promote economic inclusion
Community wellbeing and prosperity	<ul style="list-style-type: none"> • Increase participation in healthy activities • Increase sports centre usage • Decrease anti-social behaviour • Increase participation in local activities • Take action to reduce households on the Housing Register
Promote strong partnership working	<ul style="list-style-type: none"> • Work with local communities, developers and registered providers to secure affordable housing • Work with the Local Strategic Partnership to increase opportunities for collaborative working • Continue to support the voluntary sector in providing advice and help for residents • Work with infrastructure providers to secure local day to day services for residents in line with new housing development • Work with statutory organisations such as Sussex Police to make the District safe and welcoming

GROWING PROSPERITY: Delivering economic growth

Priority target: Lift average indexed wage from the bottom of the East Sussex league table by the end of 2023

Aims	Actions
Lead economic development and growth	<ul style="list-style-type: none"> Map employment space needs and gaps Increase development opportunities for business with a focus on local and independent businesses Support businesses to comply with legislation (e.g. food businesses) Develop our commercial assets Support extension of High-Speed Rail Encourage green industry
Enable regeneration and tourism	<ul style="list-style-type: none"> Support events which increase tourism Support development of 1066 country brand Support good quality food businesses Encourage eco-tourism (e.g. glamping, biking holidays)
Facilitate employment and skills opportunities	<ul style="list-style-type: none"> Support opportunities for skills development, focussing on environmental industry/renewables/housing Support apprenticeship opportunities Increase the amount of employment space in Rother
Promote strong partnership working	<p>With, amongst others:</p> <ul style="list-style-type: none"> Department for Transport South East Local Enterprise Partnership (SELEP) Hastings and Bexhill Task Force Chambers of Commerce Rother Voluntary Action (RVA) /Citizens Advice Bureau (CAB) East Sussex County Council Developers East Sussex (DES) Locate East Sussex Schools and colleges

GROWING PLACES: Protecting and enhancing Rother's environment and place

Priority targets:

- Establish and deliver a plan to ensure Rother District Council is carbon neutral by 2030
- Deliver up to 400 socially rented affordable homes by the end of 2023
- Improve the Housing Land Supply position for the District to maintain a 5-year land supply by the end of 2023

• Aims	• Actions
Deliver decent homes	<ul style="list-style-type: none"> • Increase housing delivery • Increase affordable housing delivery • Improve the quality of private sector homes
Deliver carbon reduction initiatives	<ul style="list-style-type: none"> • Increase take-up of renewable energy opportunities • Change behaviours to encourage an increase in reduce and re-use • Deliver a 'single-use' plastic reduction plan • Improve energy and water efficiency measures in council buildings • Undertake a review of existing office accommodation (Town Hall) to ensure the Council is meeting its carbon neutral commitment
Provide environmental protection and enforcement	<ul style="list-style-type: none"> • Deliver public realm improvements • Increase enforcement of environmental legislation
Promote strong partnership working	<p>with:</p> <ul style="list-style-type: none"> • Tri-LEP South 2 Coast Energy Strategy • Local Authority partners • Businesses in Rother • DES • Registered Providers

GROWING PERFORMANCE: Delivering quality services and business management

Priority targets:

- To consult on the delivery of a new Town Council for Bexhill
- Open the Council to the public ensuring transparency at meetings, proper consultation and better visibility by the end of 2023
- Rectify the inherited financial deficit and bring the Council to a secure financial footing by the end of 2023
- Create a more streamlined management structure to allow for a clearer more effective resident focussed organisation by the end of 2023

Aims	Actions
Deliver effective services and communications	<ul style="list-style-type: none"> • Increase the scope and use of web access online forms • Improve the way we communicate with our residents • Deliver effective customer research and consultations • Respond to changing customer expectations • Increase the automation of services, where appropriate
Enable efficient ways of working	<ul style="list-style-type: none"> • Organise, prioritise and deliver our services in the most efficient and effective way to meet the needs of residents
Protect the Council's financial position	<ul style="list-style-type: none"> • Protect existing sources of income • Increase sources of income • Increase investments • Continue to explore shared services and devolvement of services • Secure external funding opportunities
Provide training and development	<ul style="list-style-type: none"> • Increase our workforce skills through training and personal development • Increase our equalities, diversity and inclusion awareness understanding