

Council Vision – Proposed content for Public Consultation based on outcomes from member workshops July/August 2021

**Improving the wellbeing of Arun**

Overall Aims

- Work with other agencies and services to focus on Arun's areas of greatest inequality and to encourage healthy and active lifestyles.
- Deliver leisure services and cultural activities for all members of the community, regardless of age or ability
- Provide joined up support and advice (with partners) on a wide range of wellbeing issues, especially where this will have most impact

How

1. Create a Wellbeing Strategy for Arun based on understanding the wide range of social, economic and environmental factors which influence people's physical and mental health.
2. Engage better with local people, including hard to reach groups, to promote healthy lifestyles and encourage participation in a wide range of wellbeing activities
3. Work with key partners to ensure that we deliver council wellbeing services that are complementary to their own, rather than duplicate effort
4. Work with health organisations to improve the delivery of primary care facilities across the district, but particularly Littlehampton
5. Work with the voluntary and community sector to provide a wide range of which support vulnerable people.
6. Provide wider infrastructure that supports wellbeing, e.g. more opportunities for cycling and walking, housing and other developments that include easily accessible and safe greenspace
7. Work with people in difficult housing situations (homelessness, HMOs, B & B, Temporary accommodation) to ensure that their health outcomes are improved.

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**Delivering the right Homes in the right places**

Overall Aims

- Provide a mixed housing economy within the District for all, regardless of age or circumstances, where different types of homes are available, and people can choose to rent or buy.
- Support those in our community that most need help, providing a safety net where necessary and working with people and organisations to meet different needs.
- Provide homes that are energy efficient and affordable to run

How

1. Recognise the requirements of those who have particular and sometimes complex needs and support them in finding the right accommodation.
2. Invest in more affordable housing, using the Council's own resources and commercial expertise
3. Work to ensure that our social housing is energy efficient
4. Use our expertise to influence the local housing market, working with the right partners from all sectors, to develop the housing and infrastructure that we need.
5. Use the planning system to create great new places and improve our existing places, where new homes meet the needs of current and future generations

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**Supporting our environment to support us**

Overall Aims:

- Any money spent on saving the environment must be seen as a future investment, rather than just a cost on the Council's balance sheet. The Council will therefore aim to build sustainability into all housing developments, infrastructure and economy, encouraging businesses to share their ideas and work together towards a greener future for everybody
- Arun District Council will set achievable but challenging targets for itself, aiming to be carbon-neutral in a timescale based on its new Climate Change and Biodiversity Strategies
- Protect and enhance our natural environment making them accessible for all
- Make walking, cycling and travel by public transport easy, convenient and pleasant and a fundamental part of our placemaking

How

1. Develop Climate Change and Biodiversity Strategies for ADC and the Arun District, including setting net zero-carbon targets
2. Maximise the use of green energy for Council owned and community buildings and encourage alternative energy generation scheme(s)
3. Engage and incentivise businesses to get them to commit to individual and collaborative working practices which minimise their impact on the environment
4. Provide support and information to local residents and businesses to make them aware of and help them take full advantage of government/regional/other funding
5. Increase and improve our recycling by educating and working with residents, businesses and visitors
6. Encourage all council services to have climate change and biodiversity as a consideration in everything they do
7. Support the Sussex Bay initiative to improve the biodiversity and carbon footprints of the district.

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**Fulfilling Arun’s economic potential**

Overall Aims

- Increase opportunities for more high-quality, well-paid employment, encouraging more people to live, work, study and visit Arun
- Use regeneration opportunities to attract new and relocating businesses to the District
- Encourage the development of the District as a key tourist destination, supporting and enabling improvements and activities to increase visitor spend
- Make best use of our natural assets to help drive the economy

How

1. Work towards an environment that will attract high tech and ‘green’ businesses into the area, reducing the need for the workforce to commute out
2. Use the planning system to set aside sites for larger business growth and support and create employment space for smaller start-ups, using Arun owned land to stimulate the market
3. Encourage a digital infrastructure that will support businesses and changing ways of working, as well as the needs of local people
4. Carry out a district wide skills audit, to understand what businesses need and what skills we have in the community. Work with local Colleges and the University to assist them to run courses that will match local skill needs for those at all stages in their working life
5. Work closely with our towns and other organisations on Town Centre Strategies which support vibrant and attractive retail centres
6. Positive and focused promotion of Arun’s tourist destinations as more than a ‘day trip’
7. Develop more accommodation options for the tourist and business market