Appendix 5

What we have learned – Some Key Messages

**Headlines learned from the corporate priority consultations 2009 to 2012**

1. The Eastbourne community recognises the importance of future economic prosperity particularly in ongoing strong support for the regeneration of the town centre.
2. The Eastbourne community places a huge and consistent importance in maintaining the quality of our environment.
3. Community priorities will be affected if significant events (e.g. serious crime) take place at the time consultations are held.
4. Ensuring that there are sufficient facilities and/or employment opportunities for young people are continually mentioned priorities.
5. The national economic climate and associated feel-good levels will determine whether people prioritise ‘wants’ or ‘needs’.
6. Taking a long-term perspective, community engagement demonstrates a strong degree of support for the Council’s current range of priority themes and projects.

**Headlines learned from the community activities in 2013**

1. There is widespread concern around empty shops, failed businesses and lack of employment opportunities.
2. Dog fouling is a significant problem in local communities generally.
3. Speeding traffic appears to be a significant issue across local communities generally.
4. Crime and anti-social behaviour issues are frequently mentioned, in particular noise nuisance and drug related issues.
5. What people value most is having a safe, clean and pleasant environment to live with good local access to a diverse range of services and facilities.
6. The need for more facilities for young people remains a high priority in local communities.

**Headlines learned from the 2013 Youth Fair**

1. The area currently most in need of improvement is the quality of town centre shopping.
2. There is a general feeling that we should re-balance greater future focus from sports towards artistic facilities for activities such as music dancing, acting, photography and crafts.
3. We should place more focus on enabled facilities for older and more independent teenagers rather than directly provided facilities for supervised younger age groups.