



bridgend county
sir pen-y-bont

Bridgend County Local Service Board

Bridgend County Together

April 2013 - March 2018





The Local Service Board (LSB) is made up of senior representatives across a range of organisations working in Bridgend County. These organisations are all committed to the delivery and success of this partnership plan.

At the LSB meeting on 30th April 2013 all organisations formally agreed the plan and to support its delivery over the next five years, through ongoing commitment of staff time and resources.



South Wales
Fire and Rescue Service



Gwasanaeth Tân ac Achub
De Cymru



Prawf Cymru
Wales Probation



Bridgend LSB is supported by the Welsh Government.



Llywodraeth Cymru
Welsh Government

Foreword

As organisations we work together to improve the lives of people who live in, work in and visit the county. By working in partnership we can achieve more than we can do alone and provide you with the services you need.

The Local Service Board (LSB) is the name for the partnership board responsible for producing and delivering this plan. *Bridgend County Together* is the first **single integrated partnership plan** for the county and will run from April 2013 to March 2018. The plan sets out what the LSB will focus on to improve the lives of people throughout the county.

We believe that by getting the public, private and third sectors to work in a more focussed way we will make the county a better place to live, work and visit. We also recognise the importance of working with communities themselves to involve them in finding solutions to the issues we face.

The plan is about delivering change with greater emphasis on delivery and acting at an earlier stage to either prevent problems before they arise or to reduce their impact.

Over the past year we have talked to people in the county to find out what matters to them. We have also worked with our partners to find out where we can work more closely. The results of this are contained in the plan. But we also need you to help us. To give you some ideas of how you can help us achieve the vision for the county, we have prepared a residents' guide full of information and things you can do. You can access this at www.bridgendlsb.org.uk/Bridgend-County-Together.

We will review the plan every year starting April 2014 to determine whether:

- (a) identified actions are making progress
- (b) the priorities within the plan are still current; and
- (c) the arrangements in place to plan and deliver are still relevant and appropriate.

This is your plan and I would like to take this opportunity to thank everyone who has been involved in its development.

Darren Mepham
Chair of the Local Service Board

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Supporting Documents

These documents are available at:

<http://www.bridgendlsb.org.uk/Bridgend-County-Together>

1. Bridgend County Together - A Residents' Guide
2. Assurance document
3. Engagement strategy
4. Information strategy
5. Strategic needs assessment

1. Bridgend County in Context

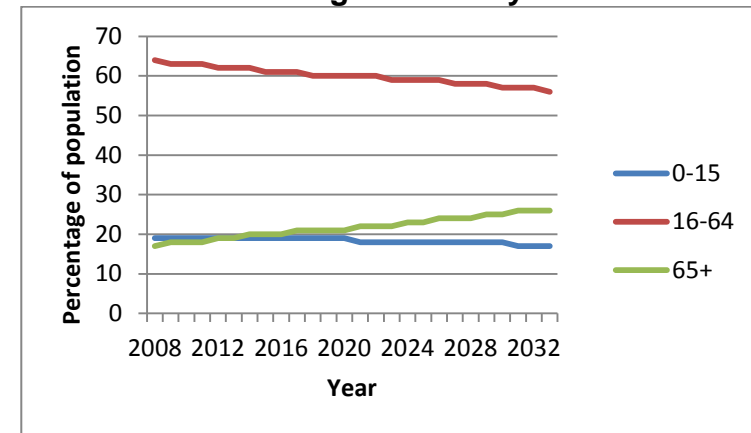
Geography

Bridgend County is located in the heart of South Wales, with borders to Neath Port Talbot, Rhondda Cynon Taf and the Vale of Glamorgan. It covers a total land area of 25,075 hectares¹ and extends from the Ogmores, Garw and Llynfi valleys in the north to the Porthcawl coastline in the south. The population density of the county is 5.6 residents per hectare², making it the seventh most densely populated county in Wales. The four towns within the county are Bridgend, Maesteg, Pencoed and the seaside resort of Porthcawl.

Population

The population of Bridgend County was 139,178 at the time of the 2011 Census³ and has increased by just over 10,000 (8%) since 2001. 49% of the population of Bridgend County is male and 51% female. The population is growing and is expected to rise to over 152,000 residents by 2033. Chart 1, shows how the population is projected to change and suggests that the most significant change will be the expected rise in the number of older people (i.e. those aged 65 or over), and a fall in the percentage of the population who are of working age (16-64).

Chart 1: Projected population by age group, Bridgend County⁴



In 2011, 2% of respondents living in Bridgend County said that they were from a non-white background, this is less than the Wales figure of 4.3%. In the same year, three-quarters (75%) of people living in the county considered themselves as Welsh and 14% reported that they can speak Welsh⁵.

Deprivation

The Welsh Index of Multiple Deprivation (WIMD) identifies local areas of deprivation and ranks Lower Super Output Areas⁶ (LSOA) in Wales according to the levels of deprivation in the area.

¹ Population density, Office for National Statistics, 2011

² Population density, Office for National Statistics, 2011

³ 2011 Census data on StatsWales

⁴ 2008 based population projections, Welsh Government.

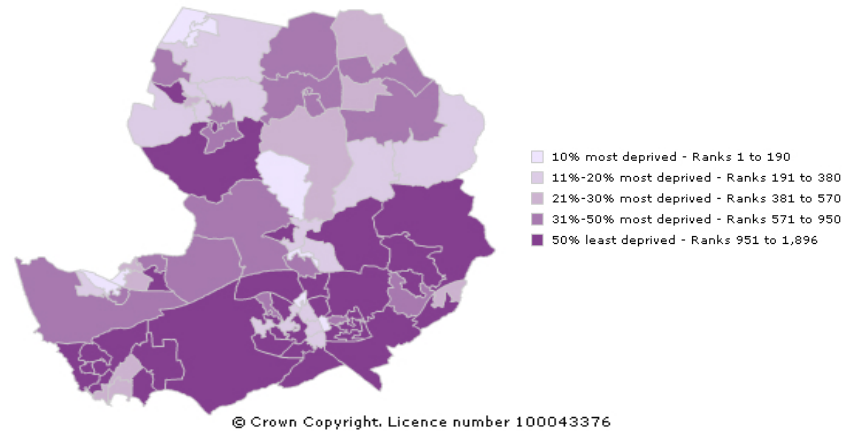
⁵ Annual Population Survey data on StatsWales, Welsh Government.

⁶ Lower Super Output Areas are statistical geographies with a population of approximately 1,600 people.

In 2011, nine of Bridgend County's local areas (11%) were in the top 10% most deprived LSOAs in Wales. Map 1 shows the WIMD rank for each LSOA in Bridgend County.

Communities First Programme on a national level in 2012/13 there are now three Communities First Cluster areas in Bridgend County – Upper, Mid and Lower Bridgend.

Map 1: Deprivation in Bridgend County (2011)⁷



Communities First is the Welsh Government's flagship programme to improve the living conditions and prospects for people in the most disadvantaged communities across Wales. In 2002 four wards in Bridgend County (Caerau, Bettws, Blackmill and Llangeinor) were granted Communities First status. They were identified by their rank among the 100 most deprived wards in Wales, as measured by WIMD (2000). WIMD 2005 highlighted smaller 'pockets' of deprivation in LSOAs. The Brackla 3 (Brackla Meadows), Morfa 2 (Wildmill), Cornelly 4 (Marlas) and Sarn 1 LSOAs entered the programme in 2007. Following further changes to the

⁷ Bridgend Strategic Needs Assessment, Local Government Data Unit.

2. Background

Bridgend County Together has been written based on feedback from citizens and a review of the data we have about the county. This approach is recommended by the Welsh Government in their statutory guidance on integrating partnerships and plans. You can read a copy of the guidance at:

<http://www.bridgendlsb.org.uk/Bridgend-County-Together>

In early 2012, we collected the views of nearly 1500 people about what it was like to live and work in the county. We also looked at what we knew about the county from published data such as employment figures, crime statistics and education performance. A diagram showing the process followed to draft the plan is contained at Appendix 1 to the end of this document and you can view the full survey results at:

<http://www.bridgendlsb.org.uk/Bridgend-County-Together>

Together the views of citizens and the statistical evidence helped us to decide on the priorities that should be the focus of the plan. These four **priority areas** form the main chapters of this plan and are:

- **People in Bridgend County are healthier**
- **People in Bridgend County are engaged and empowered to achieve their full potential**
- **People in Bridgend County benefit from a stronger and more prosperous economy**
- **Bridgend County is a great place to live, work and visit**

The proposed priority areas and associated actions were the subject of a 12 week public consultation between 7th January 2013 and 31st March 2013. In this time there were 1013 responses to the consultation. You can read a short summary of the consultation findings in chapter 8 of this plan. A more detailed consultation report will be available to download from the end of May 2013 from:

<http://www.bridgendlsb.org.uk/Bridgend-County-Together>

No single organisation can meet the total needs of a community and all are facing financial pressures. The priorities and actions in this plan will be resourced by LSB member organisations and their partners.

In delivering our priorities we will embrace the following principles:

- Sustainable Development - considering the impact of our work on people, our communities and natural resources.
- Early Intervention - acting at an earlier stage to prevent problems before they arise or to reduce their impact.
- Equal Opportunities and the Welsh Language - An Equality Impact Assessment of this Plan has been undertaken and partners are aware of their responsibility to promote equal opportunities and the Welsh language and ensure services are inclusive and do not discriminate. Equality Impact Assessments of individual projects will be undertaken as necessary by lead partners.
- Community Cohesion - by promoting an environment in which people from all ages and backgrounds are

valued and encouraged to participate and where individual differences are accepted and respected.

- Collaboration - joining up or integrating services and activities across organisations to improve the experience of those using our services

Whilst this plan focusses on people who live and work in the county, the priorities and actions, where appropriate, will have a specific emphasis on groups who are disadvantaged, vulnerable or at risk of becoming vulnerable.

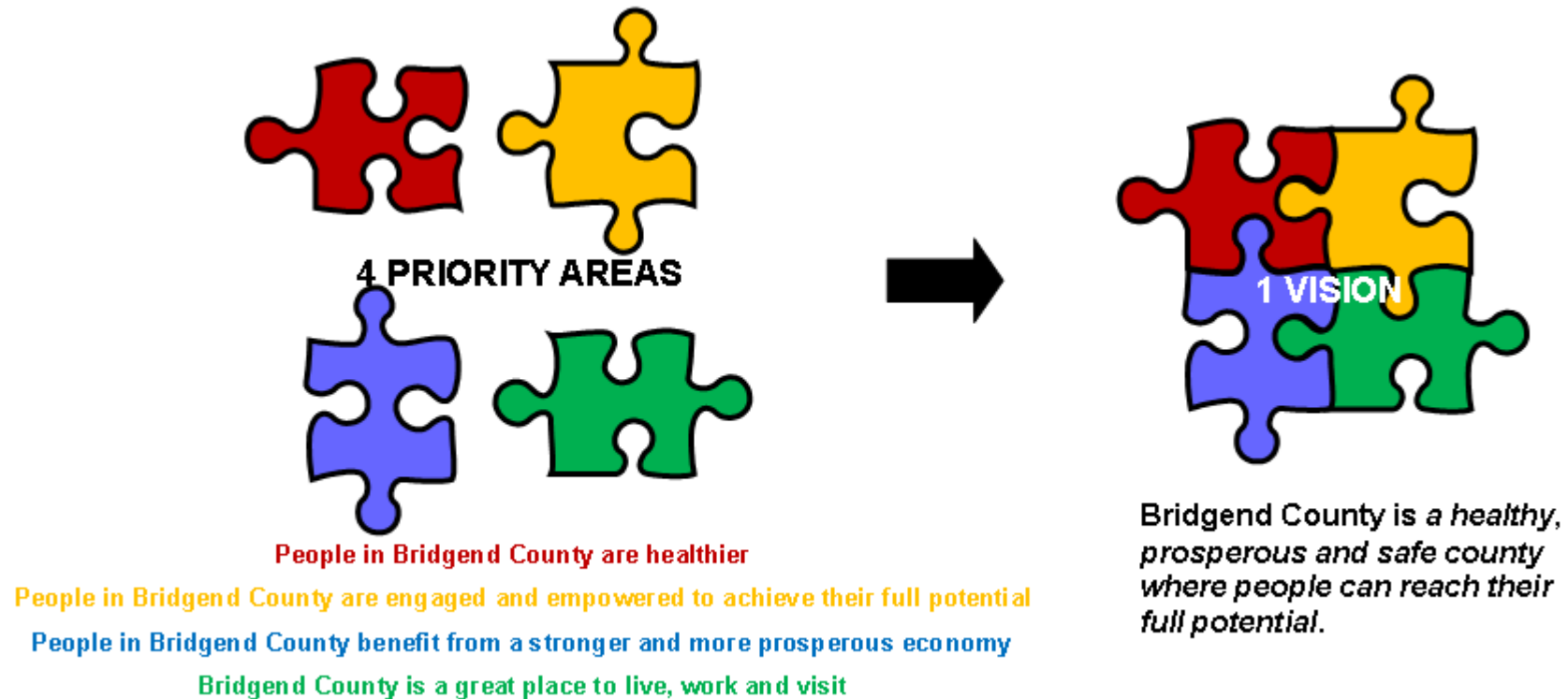
Appendix 1 of this document contains a list of actions indicating what the LSB and partners will do. This information is shown in 'report cards' and here you can also find an easy-guide to understanding the report cards.

The report cards will change throughout the life of the plan and will be updated as actions are completed. This is one of the ways we will keep you up-to date with progress on the plan as well as through annual updates. You can read more about the monitoring of the plan in chapter 6.

3. Our Vision

Our vision for Bridgend County is *a healthy, prosperous and safe county where people can reach their full potential.*

How do the vision and four priority areas fit together?



By targeting our actions in the four priority areas this will help us achieve our vision. The rest of this plan sets out what we will do against each of these areas, and how we will know if we have been successful.

Developing the vision

The vision was developed by the LSB to give a long term aim for the plan. It was created based on feedback from citizens and brings together the things you told us were most important to you, like being healthy, being safe and the county prospering.

What does this mean?

Realising our vision is at the heart of what we want to achieve in Bridgend County.

We want our people to be healthy and to have the opportunities to reach their full potential in life; whatever this may mean for them from education, to employment to raising a family.

We also want to build safe communities where people can live their lives free from crime and the fear of crime.

Finally we want our communities to be strong and resilient to the challenges they may face.

Challenges to achieving our vision

We recognise that over the next 10-15 years there will be many changes affecting people. Many of these issues will be widespread, affecting not just our neighbouring authorities but presenting a challenge at a national or even global level. The economic climate continues to be an issue and cuts across all aspects of life. Recognising the difficulties that the economic downturn and other challenges present and the impact they may have on our ability to deliver this plan is key.

Our strategic needs assessment (SNA)¹ has helped to identify the following challenges:

¹ Available from www.bridgendlsb.org.uk

Population Change

- *Our population is changing – from 2001 the population of Bridgend grew by 8.2% to just over 139,000 in 2011 and is projected to reach over 152,000 by 2033. Our population is growing at a faster rate than the Welsh average and we are the seventh most densely populated county in Wales.*
- *People are living longer- it is estimated that the number of residents in Bridgend aged 75 and over will increase by over 80% between 2008 and 2030. There are also more people surviving into old age with complex health conditions.*
- *More people are moving to the county than moving away, from 2000-2010 there has been an average net increase of 549 people a year moving to Bridgend from other parts of the UK.*
- *We will need to ensure that our services are equipped to cater for our growing population, particularly around key areas such as healthcare.*
- *Housing supply also remains a significant challenge, with demand for the right type of housing exceeding supply in many areas. The stagnant housing market caused by the recent economic downturn is a further barrier.*

Health Challenges

The health issues that currently affect our population will continue, with their effects potentially becoming more widespread. We know that these lifestyle conditions have a significant impact on people's lives and are a key factor in determining health:

- *46% of adults in Bridgend County drink alcohol at a level above published guidelines².*
- *In the year 2010/11 there were 245 reported incidences of drug misuse per 100,000 people.*
- *In the year 2010/11 25% of adults in Bridgend County were classed as obese, 3% percentage points higher than the Welsh average of 22%.*
- *Drug and alcohol misuse can also affect the likelihood of people developing other serious conditions such as dementia.*
- *The Alzheimer's Society reports that by the age of 85 one in three people will have dementia.*
- *The impact of these health challenges is not evenly spread; the gap in life expectancy between the 20% most and least deprived areas in Bridgend is 8 years (2005-2009). The gap in terms of healthy life expectancy is around 20 years.*
- *Food and nutrition are important to maintaining a healthy lifestyle. Food security is defined by the World Health Organisation as a combination of food availability, food access and food use, and this is a growing concern.³*

² Welsh Health Survey 2010/11

³ Food availability is having available sufficient quantities of food on a consistent basis. Food access is having sufficient resources, both economic and physical, to obtain appropriate foods for a nutritious diet. Food use is the appropriate use based on knowledge of basic nutrition and care.

Social Care

Social care will continue to be a priority for Bridgend.

- *As of 31st March 2012 there were 1140 Children In Need (CIN) in Bridgend County, of which 340 were Looked After Children (LAC). As at March 2012 Bridgend has a higher rate of Children In Need than the Welsh average⁴.*
- *The need for safeguarding of both children and adults will continue in the face of public service spending restrictions.*
- *There is also the challenge of delivering more care within the community; 38% of people aged 85+ in Bridgend receive a social care service⁵.*

Poverty

The Welsh Government defines poverty as a “long-term state of not having sufficient resources to afford food, reasonable living conditions or amenities or to participate in activities that are taken for granted by others in their society.”

- *Adults and families across Bridgend are affected by poverty; nearly 1 in 4 children in Bridgend County live in ‘low income’ households; defined as 60% or less of the average (median) annual British household income.*
- *In 2011 20.4% of children in Bridgend lived in workless households, compared to a Welsh average of 18.6%.*
- *Many households beyond those that meet the definitions of poverty face significant household debt and associated issues of financial exclusion.*

- *A continuing economic downturn could present further problems to families, limiting employment opportunities and making it harder for people to escape poverty.*

Energy & Resources

Energy and use of our resources are key challenges for the future as the need to act more sustainably increases.

- *The Welsh Government’s [“Towards Zero Waste” Strategy](#) sets challenging targets with 52% of waste needing to be recycled/composted by 2012/13, rising to 70% by 2025. Failing to meet these targets will result in environmental damage and fines for non-compliance.*
- *Fuel poverty is also an issue with households being defined as being in fuel poverty if they spend 10% or more of their income on fuel to keep their home warm. The Welsh Government estimates that 26.2% of all households in Wales are in a position of fuel poverty.⁶*
- *Demand for energy remains high and the struggle to meet this demand will only escalate as reserves of traditional fuel sources (oil, gas etc) run low. The need to source more energy sustainably will be a key challenge.*
- *The use of non-renewable energy is considered to be a contributing factor to climate change with the Department of Energy & Climate Change (DECC) predicting that average global temperatures may rise between 1.1°C and 6.4°C above 1990 levels by 2100.*

⁴ StatsWales, 2011/12

⁵ BCBC data, March 2012

⁶ Welsh Government Fuel Poverty Evidence Plan

Reform & Service Change

Bridgend County is already facing considerable service reform and change and it is expected that this will continue.

- *The UK Government's plans for Welfare Reform will mean considerable change for our population. In August 2012 20.2% of the working age population of Bridgend were claiming some kind of benefit and managing this transition will be key.*
- *Our health services are also going through change with widespread local and national reform of health services.*
- *In the arena of policing and community safety the election of Police & Crime Commissioners will result in a significant shift in service delivery and allocation of funding in this area.*
- *The boundaries in which public sector organisations operate are also changing with a growing shift towards regional working, as well as specific local focus of Cardiff and Swansea as city-regions with Bridgend placed between the two.*
- *The National Plan for Education requires a major change in performance. The percentage of pupils in Bridgend achieving the Level 2 Threshold, including English/Welsh and Maths, needs to increase from 51% in 2012 to 65% by 2015, which is a challenging target.*
- *Locally the expansion of Parc Prison will result in increased service demand on a range of organisations.*
- *All of these changes must be accommodated against a background of shrinking public sector finance settlements.*

Moving forwards

We recognise the challenges ahead of us but we are in a strong position to deal with them. Bridgend LSB is an effective way of working in partnership and through this plan the Board will work to mitigate the effect of these challenges.

We will work smarter for our people where these changes are happening to limit any negative effects and to continue to foster a *healthy, prosperous and safe county where people can reach their full potential.*

We have developed a residents' information pack which will provide you with some ideas and information that will help us achieve the vision for the county. This can be accessed at: <http://www.bridgendlsb.org.uk/Bridgend-County-Together>

People in Bridgend County are Healthier

4. People in Bridgend County are healthier

The World Health Organisation defines health as '*a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity*'.

Everyone living within the county has the right to be as healthy as possible, and we will work together to address the components of good health and ensure that *everybody* is as healthy as they can be.

There are a broad range of causes (often called determinants) of good health, which include socio-economic, environmental and lifestyle factors. For example, by making positive lifestyle choices we can have a major impact on our health and well-being specifically by not smoking, maintaining a healthy weight, taking regular exercise and keeping alcohol intakes within recommended limits. These positive lifestyle choices have short term benefits but also prevent chronic illness in later life and improve emotional wellbeing.

Life expectancy in Bridgend, as in Wales, is increasing but this improvement is not experienced equally across the county. There are widening and substantial gaps between the most and least deprived areas in both life expectancy and deaths of different causes. There are also inequalities in healthy life expectancy and disability-free life expectancy. For example, for males the gap in life expectancy between the most and least deprived is about 8 years and for healthy life expectancy the gap is even greater at around 19 years¹.

¹ Public health Observatory, 2012

Factors such as income, housing and access to health and leisure services, have a major influence on health. Across the county there are significant health differences that mirror the geographical patterns of deprivation. One of the key aims of the plan is to work towards reducing health inequalities to ensure fairer wellbeing outcomes for the population.

To achieve this we need to ensure that support services are available and targeted to those in the greatest need. We will also work with individuals to help them improve and manage their own health.

There are increasing demands on the county's social and health care services with the growing numbers of frail, older people. Working in Partnership we will continue to meet their needs and the needs of carers who support them living an independent life as long as possible in their own community.

There are more people with chronic diseases and unhealthy lifestyles than the Welsh average. For example, only 27% of the county's residents report eating the recommended amount of fruit and vegetables a day and 59% of people report that they are overweight or obese. About 23% of people aged over 16 years report smoking and nearly 50% report drinking alcohol above guidelines, with high admission rates to hospital due to alcohol misuse for both males and females.

The plan focusses on tackling these unhealthy lifestyles and addressing other challenges such as reducing health inequalities, the growing numbers of residents with limiting long term illness and refocusing care in the community as opposed to hospital or residential care.

What would we like to see?

The aim of this element of the plan is to enable people and their families to be empowered and informed so that they can live healthy and independent lives. It also aims to enable communities to be healthy and sustainable with appropriate access to services for all.

How have we done so far?

- Focussed on giving every child the best start in life by targeting our action towards the early years, children and young people. Healthy living messages are being embedded into pre-school settings, schools and the youth service. Twenty pre-school settings have been recruited onto the Healthy and Sustainable Pre-School Scheme since 2011. All Schools in Bridgend are part of the Welsh Network of Healthy School Schemes and two have gained the prestigious Quality Award.
- GPs and other Health and Social Care Professionals are working together to pilot health improvement projects based on the needs of their communities. For example, an adult weight management programme has been piloted in the north of the county. Research by Swansea University found that this programme successfully supported people to lose weight. At the time of writing over 400 people have benefited from this programme.
- Every day over 4,000 adults (69% being over 65 years of age) are supported to live more independent lives through a range of services including support in the home and local communities, and specialist support such as re-ablement and residential care². These planned arrangements enable people to self manage and maintain or improve

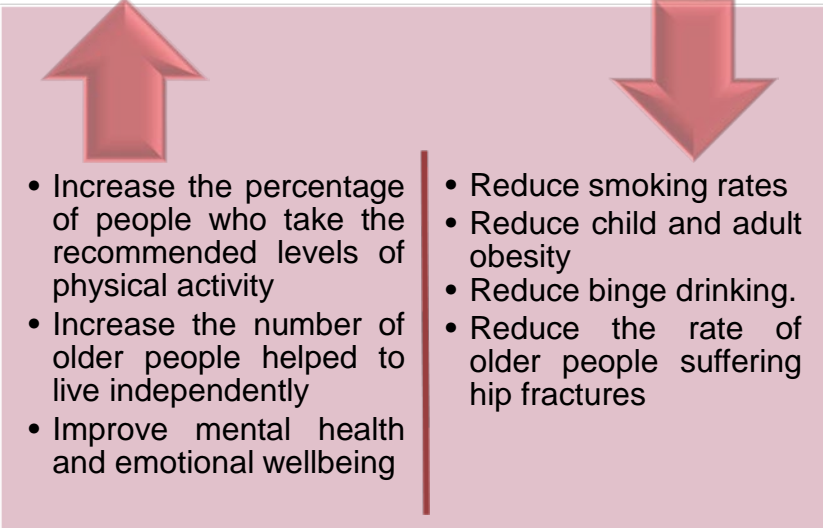
their quality of life and to prevent their needs becoming serious or worse.

Where are we now?

- Across the county 23% of people over the age of 16 reported smoking in the 2010/11 Welsh Health Survey. However there is variation across the county with higher rates in the north with some areas as high as 32%.
- In 2010/11, 59% of people aged 16 years plus across the county reported that they are overweight or obese and 25% reported that they are obese. Across Wales 57% of adults reported being overweight or obese and 22% report being obese.
- In 2010/11 30% of adults reported that they take the recommended levels of exercise or physical activity. This is in line with the Wales average and the same as the figure for Bridgend County for 2007/08.
- 30% of adults across the county report binge drinking on at least 1 day per week and this is higher than the Wales average of 27% (2010/11). In the 2010/11 Welsh Health Survey 46% of adults reported drinking above the recommended daily guidelines compared to 44% across Wales.
- Across the county 85.9 people per 1,000 aged 65+ are helped to live at home. This is higher than the Wales average of 81.4 per 1,000 population and an increase from the 2007/08 rate of 84.3 per 1,000 people across Bridgend County.
- In 2010 360 people per 100,000 people age 65+ across Bridgend County suffered at least one hip fracture. This is a decrease since 2007 when 455 people per 100,000 people age 65+ suffered at least one hip fracture.

- The mental health component score is calculated from responses given to questions within the Welsh Health Survey. The mental health component score for Bridgend is 49.5 (2011) and has been between 49.5 and 49.8 since 2008.

What are we going to do?



<ul style="list-style-type: none">• Increase the percentage of people who take the recommended levels of physical activity• Increase the number of older people helped to live independently• Improve mental health and emotional wellbeing	<ul style="list-style-type: none">• Reduce smoking rates• Reduce child and adult obesity• Reduce binge drinking.• Reduce the rate of older people suffering hip fractures
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A detailed list of actions for this priority is included in the summary report cards which are at Appendix 1 of this document. These set out what the LSB and partners will do and how we will know we are making progress.

People in Bridgend County are Engaged and Empowered to Achieve Their Full Potential

5. People in Bridgend County are engaged and empowered to achieve their full potential

Everybody has a right to live their life to the best of their potential. We recognise that this may be through education, study, employment, volunteering, community work, leisure, social activity or through family life. We want our citizens to have the opportunity to succeed in whatever they want to do throughout their lives. We want our young people to be motivated and supported to realise their full potential and to help them make decisions that will enable them to thrive.

Our schools and work places are important for providing these opportunities. We want our people to have the skills needed to gain employment. To do this we have identified the need to support and increase the percentage of our working population with NVQ Level 3 and above qualifications.

Working households are an important goal. We want to reduce the number of children who live in homes without a work generated income coming in. We know that working households suffer less from long term health problems and are more likely to produce individuals who do reach their full potential.

During the past three years Bridgend has experienced a reduction in two key areas – those presenting as homeless and those between the ages of 16-24 who are not in employment, education or training (NEET). We want this trend to continue but know that the post-recession landscape will make this very hard to achieve. We promise to shape our joint efforts toward preparing people for national changes to the benefit system and increasing the competitiveness of our

young people so that they avoid becoming NEET and therefore are in a position to secure good employment.

The indicators and actions that have been identified all point to a brighter future for Bridgend people. Having the right start in life is important and we acknowledge that addressing a trend for becoming parents very young presents a barrier for reaching full potential for both the parent and their child/children. The partnership has devised a set of actions to help change this and provide Bridgend children with the best start in life.

Bridgend County Together is a commitment to work toward the elimination of inequalities and inclusively support Bridgend people to reach their full potential by leading fulfilling lives. This means that barriers that prevent people from participating will need to be removed, empowering citizens to play an active role in this process, thereby developing sustainable independence skills. We want to see more people feeling that they are part of shaping their future and all partners are committed to providing this foundation for Bridgend County citizens.

What would we like to see?

- People are active citizens in society, equipped with skills, qualifications and confidence needed to live and work.
- Bridgend is a county to be proud of, where we have equality of opportunities where people are supported and equally valued.

What have we done so far?

- An [LSB Citizen Engagement Strategy](#) is in place to improve and focus engagement activities across the county.
- The options for Post 16 learners in Bridgend have been expanded through collaborative working across all schools, Bridgend College and Work Based Learning Providers.
- The number of 16-21 year olds presenting as homeless fell by 13% between 2010/11 and 2011/12.
- The percentage of young people achieving the Level 2 Threshold (5 GCSEs grade A*-C) including English/Welsh and Maths has increased and is in line with the Wales average.

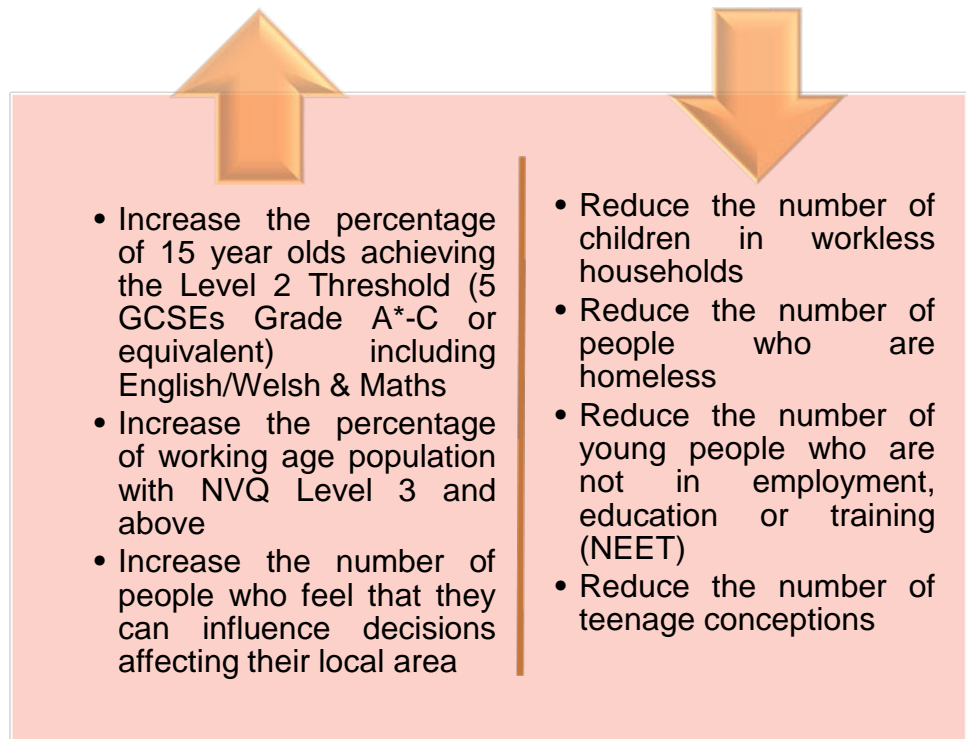
Where are we now?

- From 2010 – 2012 the percentage of people who feel they can influence decisions affecting their local area has decreased from 51.4% to 39.3%
- For the academic year 2011/2012 the percentage of 15 year olds achieving the Level 2 threshold including English or Welsh and Maths was 50% in Bridgend County and this is in line with the Welsh average.
- Data from the annual population survey suggests that over the period 2008-2010, 23.3% of 16-24 year olds in the county were NEET, compared to 17.8% across Wales.
- In 2011 the percentage of working age people in the county with NVQ Level 3 or above was 50.3% compared with a Welsh average of 50.1%
- In 2011/12 448 people presented themselves as homeless in the county compared with 501 in 2010/11
- In 2010 the rate of teenage conceptions amongst 13-15 year olds is 10.4 per 1,000 population in the county and

7.6 per 1,000 population in Wales. Amongst 15-17 year olds the rate is 42.4 per 1,000 population in the county and 37.7 in Wales.

- In 2011 20.4% of children in Bridgend County lived in workless households, compared to 18.6% across Wales.

What are we going to do?



A detailed list of actions for this priority is included in the summary report cards which are at Appendix 1 of this document. These set out what the LSB and partners will do and how we will know we are making progress.

People in Bridgend County Benefit from a Stronger and More Prosperous Economy

6. People in Bridgend County benefit from a stronger and more prosperous economy

The global economic downturn over the last five years has presented a particularly challenging time for businesses throughout Wales. Partnership working to support and attract new business and investment is key to improving our long term economic situation and is a priority.

Children and young people are dependent on a strong economy as labour market opportunities dictate whether their parents are in employment and whether there will be opportunities for them to access training and employment. The numbers of 18-24 year olds in employment has reduced with more than 1,000 currently claiming Job Seekers Allowance, and needs addressing. Extended periods of worklessness at a young age have long term consequences on an individual's employment prospects for the rest of their life.

Despite the recent economic downturn the number of people in employment has increased by 4% between 2010/11 and 2011/12. With global competition and large scale manufacturing of low cost goods moving to countries we cannot compete in terms of salaries, land and utility costs. However, the retention of higher value industry in the sectors of advanced manufacturing and materials, life sciences and construction means that our employment base stays strong. The county is still home to world-class advanced

manufacturing businesses like SONY and Ford and life sciences including Biomet and Biotec Services International.

The county is also well placed to benefit from the aerospace cluster that will grow around the Enterprise Zone at St Athan over the next few years. TES Aviation is one of the first businesses to base its headquarters in Bridgend and recently announced over 70 additional new jobs as a result of a large investment from Japanese firms.

The county has a high number of small and medium sized businesses which comes from a highly enterprising population. However, many of these companies cease trading and therefore the right support to develop and grow these business ideas is key.

Town Centres are going through a period of great change as retailers face an uncertain future. To ensure that our towns improve as vibrant and vital places we need to deliver a variety of changes. These will include actively encouraging diversity in town centre business; shrinking the retail areas so they are more concentrated and perform in a better way and using our town centres for events, leisure, residential and work places.

What would we like to see?

The aim of this element of the plan is to motivate the public, private and third sector organisations in Bridgend to work together to support the growth of the local economy.

We would like to see the following:

- people are increasingly active in the local economy and support local businesses.
- communities are sustainable with provision of the appropriate infrastructure to enable individuals to access work and cultural pursuits
- Business growth is actively supported through local and regional facilitation
- our town centres are diverse and thriving
- people are able to access more work through achieving skills to improve their chances of securing long term employment

How have we done so far?

- The Welsh Government funded Communities First and Bridges into Work Programmes have had a number of positive impacts on the county. From 2010 to 2012 Bridges into Work helped 398 people secure employment and 208 people to take up further learning. In 2010/11 Communities First made 131 successful funding bids to support community groups bringing an additional £1,455,751 into the area.

- The local authority secured £10 million of European and Welsh Government grant funding to support the regeneration of Bridgend and Maesteg town centres.
- Bridgend Business Forum has achieved over 430 members in the four years since it has been established in the county. The forum provides vital information to companies in the county to deliver a programme of high level professional networking and training events.

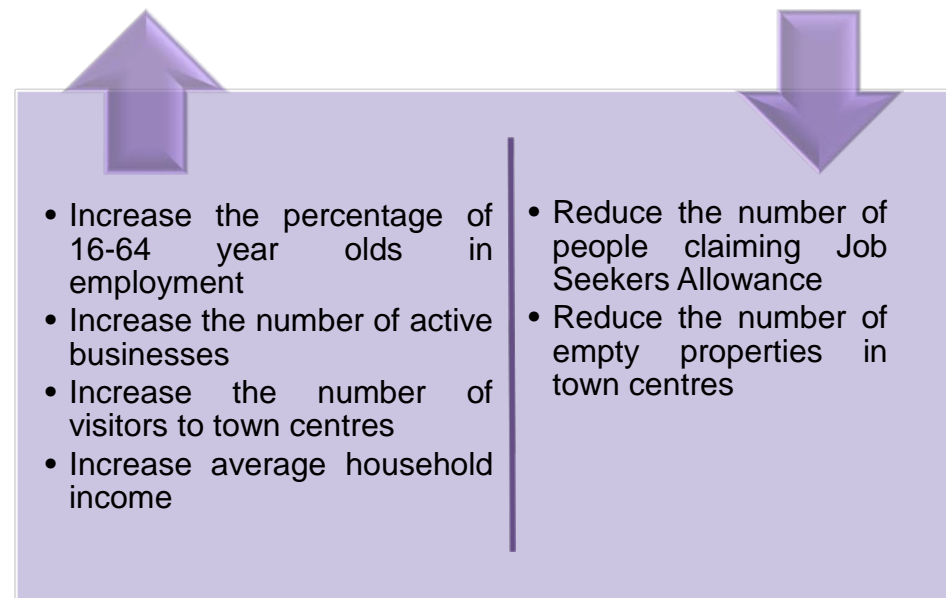
Where are we now?

- As at February 2013, 4.2% of working age adults in Bridgend County claimed Job Seekers Allowance, the figure for the whole of Wales is 4.3%. Further analysis of the data suggests that the percentage of males claiming Job Seekers Allowance is twice the percentage of females.
- In 2011/12 71.7% of 16-64 year olds across Bridgend County were in employment. This is an increase from the 2008/09 figure of 68.2% and greater than the Wales average of 66.7% for the same period.
- In 2011 there were 3,625 active enterprises in Bridgend County. This is less than in 2009 when there were 3,755 active enterprises.
- Data about the number of vacant premises in town centres is available for Bridgend, Maesteg, Porthcawl and Pencoed. In 2012 there were 67 vacant premises in Bridgend Town Centre, a 45% increase from 44 in 2006. In Maesteg, Porthcawl and Pencoed town centres the change has been smaller with the numbers in Porthcawl

and Maesteg decreasing from 16 to 12 and 18 to 17 respectively, and the number in Pencoed increasing from six to seven.

- In 2011 the median income of households in Bridgend County was £26,450. Examining this data at a more local level it can be seen that within Bridgend County median household income ranges from £15,879 in part of Caerau to £51,221 in part of Bryntirion, Laleston and Merthyr Mawr.
- Data on footfall through town centres is collected for Bridgend and Porthcawl. Data suggests that in Bridgend Town Centre footfall in the town has fallen from 7 million in 2009 to just over 5 million in 2012¹. In Porthcawl, however, footfall has increased from 2.2m in 2009 to 2.6m in 2012².

What are we going to do?



A detailed list of actions for this priority is included in the summary report cards which are at Appendix 1 of this document. These set out what the LSB and partners will do and how we will know we are making progress.

¹ This figure is obtained by adding together the annual figures for both the Brackla Street and the Adare Street cameras.

² This is based on the Porthcawl Hotel camera only because the 2 cameras are in the same street in Porthcawl.

**Bridgend County is a Great Place to Live,
Work and Visit**

7. Bridgend County is a great place to live, work and visit

There are number of different factors that contribute to the county being a great place to live work and visit. Being able to live in a nice home, a clean environment and feeling part of a safe community is important. For young people, living somewhere that there are lots of activities such as sports and arts to participate in are also important.

Bridgend County is one of the safest places to live, work and visit in South Wales and we believe this is down to good partnership working. However, we are not complacent and recognise that there are areas such as domestic violence, substance misuse, anti-social behaviour and reducing the amount of people who continually commit crimes where we need to concentrate our efforts.

There are often differences between rates of recorded crime and people's perceptions of crime. Whilst the county continues to experience a steady fall in the overall rate of crime many citizens still perceive crime to be an issue. This is something we would like to address.

What came through strongly when we sought the views of citizens on priorities in early 2012 is the importance placed on living in a clean environment. Whilst budget cuts and an increasing population place additional pressures on agencies we will continue to seek improvements with a combination of enforcement and awareness activities.

We recognise that having a decent home is an essential part of people's lives. Good housing is a real driver for healthy

living and life opportunities and is also an important part of the economy. People indicated to us that they want to see an increase in good quality affordable homes. This is clearly challenging in the current economic climate but we will continue to work with Registered Social Landlords, developers and planning partners to deliver new and affordable housing projects.

The number of households registered for social housing is increasing. There are a number of reasons for this including the economic downturn. However, the anticipated impact of the national changes to the benefit system may mean that traditional housing such as private rental or first time ownership will become unaffordable to increasing numbers of the population.

Around one in ten local people in the county rely on the hospitality industry, for example working in pubs, hotels and restaurants¹ this demonstrates the importance of this and the wider tourism industry to the county.

What would we like to see?

The aim of this element of the plan is to ensure people take pride in their communities, heritage and natural environment. It also aims to ensure communities are clean and safe with a good range of leisure, tourism and cultural activities.

¹ UK Visitor Economy Hotspots Report by Oxford Economics;

How have we done so far?

- All crime in the county fell by 1.2% between 2010/11 and 2011/12. The number of burglaries of dwellings and violence with injury increased over the same time period² but has fallen in 2011/12 to 2012/13.
- In the 12 month period to November 2012, reported anti-social behaviour fell by 33.8%.
- In 2011, there was a 50% reduction in waiting times for community alcohol and drug services.

Where are we now?

- The rate of recorded violence with injury was 5.7 per 1,000 people in 2012/13. This is a decrease from 7.6 per 1,000 people in 2009/10. Analysis of local level data from the 2011 Welsh Index of Multiple Deprivation suggests that incidences of violent crime, which is a slightly different measure to violence with injury, is highest in parts of Morfa (Wildmill and Bridgend town centre) and Caerau wards.
- The rate of recorded household burglary was 5.1 per 1,000 households in 2012/13. This is a fall from 6.5 per 1,000 households in 2009/10. Analysis of local level data from the 2011 Welsh Index of Multiple Deprivation suggests that rates of household burglary are highest in parts of Caerau and Pyle.
- Respondents to South Wales Police's crime satisfaction survey were asked if they agreed that the police and local authority are dealing with the crime and anti-social behaviour issues that matter in their local area. In 2012/13 45% of respondents from the county agreed or strongly agreed to the statement – this is an increase since

2008/09 when 38% of respondents agreed or strongly agreed.

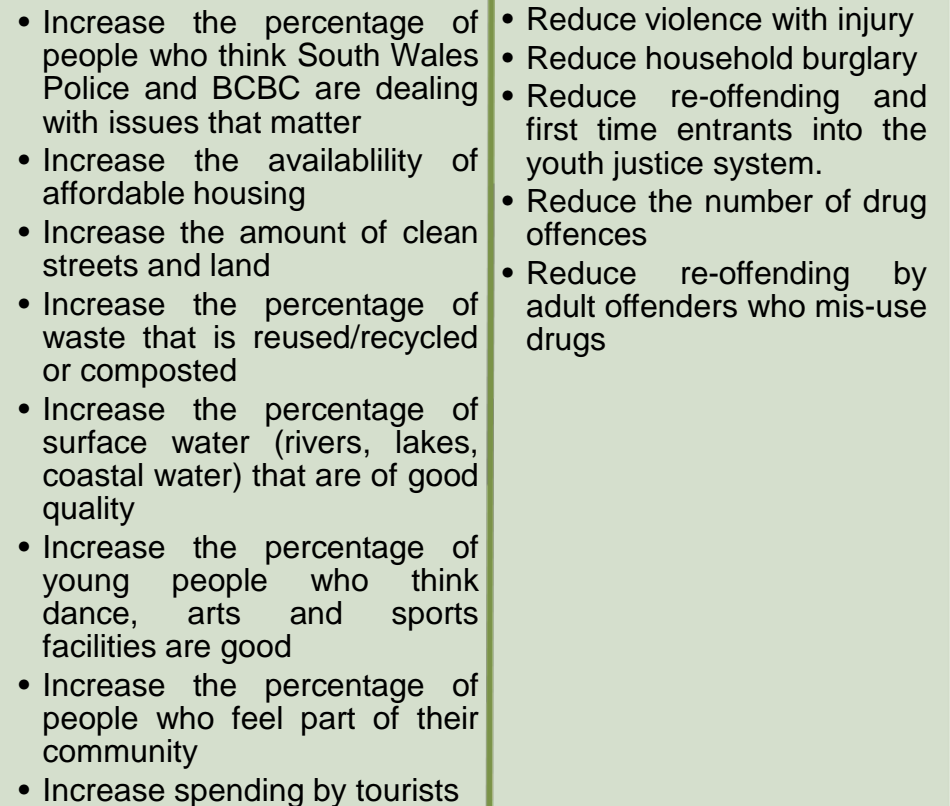
- The Cleanliness Index measures the overall standard of cleanliness of roads, streets and some public land within the county. Higher scores indicate better cleanliness and Bridgend County has seen a slight decline from 69.7 to 67.2 over the last four years, whereas the score for Wales has increased from 66 to 71.6 in the same period.
- The percentage of Local Authority Municipal and Household waste reused/recycled or composted in Bridgend County was 56% in 2011/12. This is an increase from 36.8% in 2007/08. In line with the increase in recycling there has been a decrease in the percentage of waste sent to landfill from 39.9% in 2007/08 to 26.3% in 2010/11.
- In 2011 47.4% of lakes, rivers and coastal waters in Bridgend County met at least 'good' ecological status under the Water Framework Directive. This has fallen from 50% in 2009.
- Year 9 pupils are asked their view on sport, arts and dance facilities in Bridgend County. From the period 2007-2011 the percentage of pupils rating all three types of facilities as good or very good has fallen. For sports the percentage of pupils rating facilities as good or very good has fallen from 47.3% to 45.6%, for arts it is 28.1% to 25.9% and for dance the fall is from 29.7% to 27.4%.
- Members of the Council's Citizen's Panel are regularly asked whether they feel part of their community. In 2012 49.7% of respondents felt part of their community compared to 49.9% in 2010.
- In 2012/13 there were 564 drug offences recorded in Bridgend County. Of the 564 offences 111 related to drug trafficking and 453 to other drug offences. There has been

² This in terms of the number of crimes rather than the rate of crime.

an increase in all categories of recorded drug offences since 2009/10 when the total number of drug offences recorded for Bridgend County was 415 (85 trafficking and 330 other).

- Data for Bridgend County shows that 120 units of affordable housing were delivered in 2011/12 - this was a slight decrease from 140 units delivered in 2010/11 but an overall increase from 110 in 2008/09.
- Data from the Ministry of Justice shows that in 2010/11 30.6% of all offenders in Bridgend County re-offended within a set time period (1 year plus a 6 month waiting period). This data is broken down for adult and juvenile offenders and shows that 29.6% of adult offenders and 36.7% of juvenile offenders re-offended within the set period. All of these rates have increased since 2006/07 when 27.2% of all offenders, 35.2% of juvenile offenders and 25.2% of adult offenders re-offended.
- Data from the Ministry of Justice shows that in Bridgend County 75.5% of adult drug-misusing offenders re-offended within the set time period. This is an increase from 73.6% in 2006/07.
- Annual expenditure by visitors to Bridgend County was £268.8m in 2011. This is a decrease since 2008 when it was just over £300 million.

What are we going to do?

- 
- Increase the percentage of people who think South Wales Police and BCBC are dealing with issues that matter
 - Increase the availability of affordable housing
 - Increase the amount of clean streets and land
 - Increase the percentage of waste that is reused/recycled or composted
 - Increase the percentage of surface water (rivers, lakes, coastal water) that are of good quality
 - Increase the percentage of young people who think dance, arts and sports facilities are good
 - Increase the percentage of people who feel part of their community
 - Increase spending by tourists
 - Reduce violence with injury
 - Reduce household burglary
 - Reduce re-offending and first time entrants into the youth justice system.
 - Reduce the number of drug offences
 - Reduce re-offending by adult offenders who mis-use drugs

A detailed list of actions for this priority is included in the summary report cards which are at Appendix 1 of this document. These set out what the LSB and partners will do and how we will know we are making progress

8. Consultation Findings

The draft plan was issued for public consultation on 7th January 2013. The consultation lasted 12 weeks and ended on 31st March 2013.

To help people respond to the consultation a survey was developed which summarised the key points of the plan. The survey was available online on the LSB website and through links from the internet and intranet sites of LSB partner organisations. Paper copies were produced for distribution at meetings and events and also sent to members of Bridgend Council's Citizens Panel.

People were also able to respond in writing or by telephone and both written and verbal responses were accepted.

The consultation was promoted through a range of communication channels. Posters were placed in community centres, health centres, police stations, libraries, sports centres and other public venues across Bridgend County. Local media including BridgeFM, the Glamorgan Gazette and the Bridgend and District Gem also publicised the consultation to residents.

In addition to the above, members of the LSB Partnership Support team attended a range of meetings and events across Bridgend County to promote the consultation and encourage responses. Appendix 3 provides a full list of the communication channels, agencies, venues and groups used to promote the consultation.

In total there were 1013 responses to the consultation. These were a mixture of individual and organisational responses.

A detailed consultation summary report will be available on the LSB website from the end of May 2013, however the key initial findings are outlined below.

Respondent profiles

A series of equalities monitoring questions were included at the end of the survey. These questions were asked to help us ensure that everyone has the opportunity to share their views on the plan and that services are designed to meet the needs of all people. These questions are optional and of the people that answered them we are able to put together profiles of respondents as follows:

Age of respondents:

Under 16	16-24	25-44	45-64	65-74	75+	Prefer not to say
28*	35*	90	287	158	96	33

* we know that these age groups are under-recorded in the respondent profile totals, this is because some of the methods of engagement used with children and young people did not request this information.

Gender:

- 449 respondents reported being male.
- 429 respondents reported being female.

Disability and Carers:

- 177 respondents reported having a disability, with the most frequent being a physical disability.
- 210 respondents reported being a carer.

Nationality and Ethnicity:

- The majority of respondents reported themselves as being Welsh (549) or British (218).
- 850 respondents identified themselves as White Welsh/English/Northern Irish/Scottish/British, out of the 870 respondents who answered this question.

Vision & Priority rankings

Respondents were asked the extent to which they liked or disliked the draft vision and to rank the priorities and actions of the plan.

- 81% of people 'liked' or 'really liked' the vision.

Against each of the four outcomes respondents were asked to rank the priorities in order of what they felt to be most important, the top three for each outcome as ranked by respondents is shown below:

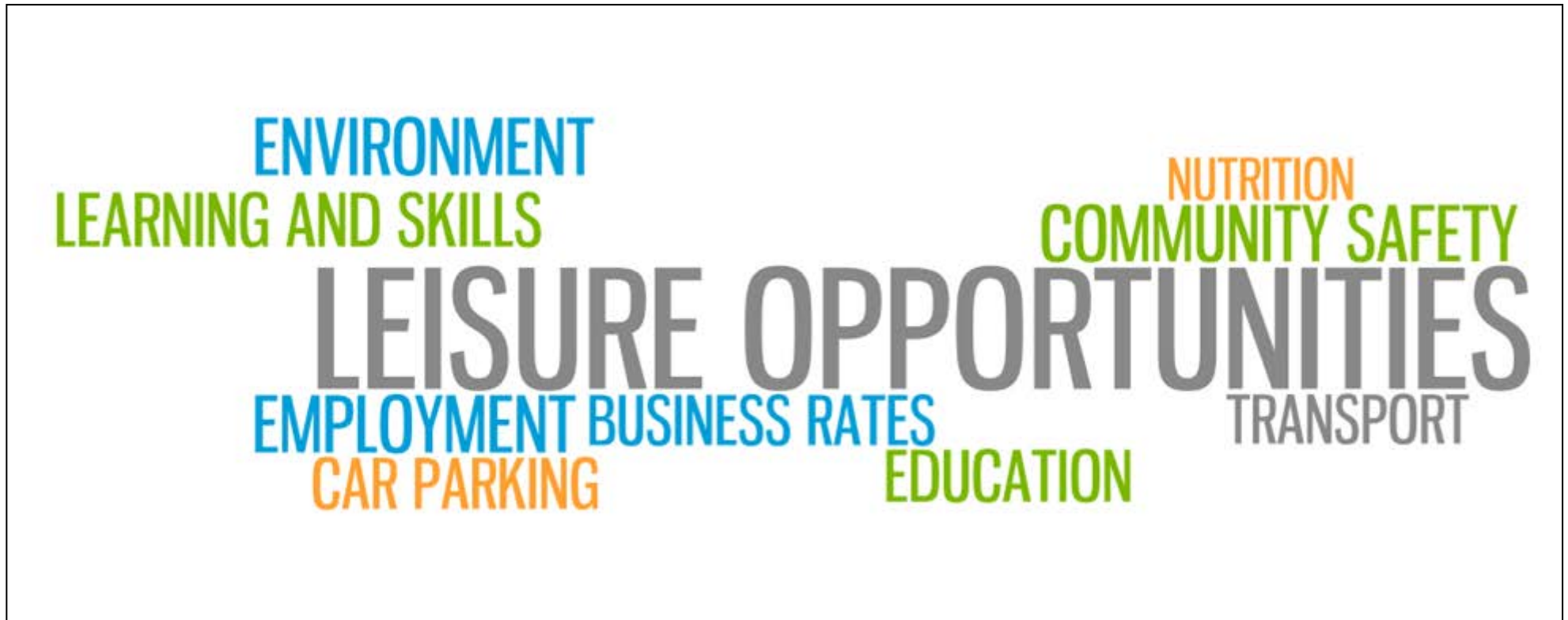
	People in Bridgend County are healthier	People in Bridgend County are engaged and empowered to achieve their full potential	People in Bridgend County benefit from a stronger and more prosperous economy	Bridgend County is a great place to live, work and visit
1	Reducing the number of people who are overweight	Reducing the number of young people who are not in education, training or employment	Improving employment opportunities	Further reducing violent crime
2	Increasing the number of people helped to live independently	Increasing the number of 15 year olds achieving five GCSEs grades A*-C including English/ Welsh and maths	Increasing support for businesses	Reducing drug misuse
3	Reduce excessive alcohol drinking	Reducing teenage pregnancies	Reducing the number of empty properties in town centres	Further reducing domestic burglary

Open Comments

Respondents to the consultation were able to make open comments about the plan. These comments were reviewed and coded to group responses around a similar theme together to show the issues that come up most frequently. The following diagram shows the most frequently occurring themes from the comments. The larger a word appears in the diagram the more often it came up in the coded comments and only the most frequently occurring themes are shown in the diagram overleaf.



A second diagram showing the top ten most commonly occurring themes is shown below. Again the larger the word appears the higher the frequency.



Whilst the diagram shows the frequency of each theme occurring there is a lot more detail behind this. This is why all comments received as part of the consultation were reviewed individually. A lot of the comments relate to themes already covered in the plan,

they may be comments in support of the content of the plan or suggesting minor amendments. Other comments related to themes not covered in as much detail, so we have considered how these should be brought through in the plan more clearly.

As a result of reviewing the comments made in the consultation some changes to the draft plan were required, including adding new actions. Smaller changes have already been made and are included in this published version of the plan. You can see the detail of these changes and why they have been made in the action plan at the end of this chapter.

In some cases issues were raised in the consultation that require more significant changes to the plan. We want to ensure that these are done correctly as they are issues that you have said are important to you. The latter part of the action plan details the actions that we will need to undertake over the next 0-6 months and 6-12 months, updating the plan to reflect these larger issues and make sure they are included. As the plan is a long term plan it will change over its lifetime and this table is our commitment to improving the plan as a result of your comments and views collected throughout the consultation. When we first report back on the progress of the plan in April 2014 it will be an updated plan incorporating the changes detailed in this action plan.

Action Plan

YOU TOLD US....	ACTION	TIMESCALE
i) that it was unclear how the plan would be resourced	i) Expand detail on the commitment of LSB member organisations on our logo page, in the introduction and foreword.	April 2013 (Completed)
ii) that you liked or really liked the vision (81% of responses), but some of you felt that prosperous should be featured more highly and that the wording around reaching potential should be altered	ii) Amend the Vision to read “A healthy, <u>prosperous</u> and safe county where people <u>can</u> reach their full potential”	April 2013 (Completed)
iii) that it was unclear how the Vision had been developed.	iii) Include more information as to how the Vision was developed in the Vision Chapter.	April 2013 (Completed)
iv) that the monitoring process could be clearer and more detailed.	iv) Expand the Monitoring Chapter to provide additional detail of monitoring process.	April 2013 (Completed)
v) that it was unclear how the plan met the needs of people with additional or different needs.	v) Include detail in the Background Chapter as to the principles which have been used to develop the plan including equal opportunities.	April 2013 (Completed)
vi) that not all of the strategies and plans referenced in the plan were known about or easily identifiable.	vi) Electronic version of the plan to contain links to all referenced plans and strategies. All referenced plans will be uploaded to the LSB website at www.bridgendlsb.org.uk/bridgend-county-together	April 2013 (Completed)

YOU TOLD US....	ACTION	TIMESCALE
vii) that you wanted to see more in the plan about making leisure services in the county more accessible and affordable.	vii) Amend and add to the actions on the report cards for <i>Increase the number of people taking regular exercise</i> and <i>Increase the percentage of young people who think that local sports, art and dance facilities are of good or very good quality</i> with a view to making leisure services more accessible and available for people in Bridgend County.	April 2013 (Completed)
viii) that there were some existing priorities where we could add additional actions	viii) Add the following: <ul style="list-style-type: none"> ▪ New action around children and young people accessing alcohol inappropriately to the <i>Reduce binge drinking</i> priority; ▪ New action around emotional well-being in relation to health priorities of the Western Bay Programme to the <i>Improve people's emotional wellbeing and mental health</i> priority; ▪ New action around raising awareness of the National Principles for Public Engagement to the <i>Increase the percentage of people who agree that they can influence decisions affecting their local area</i> priority; ▪ New action around dealing with young people's criminal offences to the <i>Reduce re-offending rates</i> priority; ▪ Two new actions around digital inclusion to the <i>Reduce the percentage of people aged 16-64 who are JSA Claimants</i> priority; 	April 2013 (Completed)

	<ul style="list-style-type: none"> ▪ New action around garden waste collections to the <i>Increase the percentage of household waste that is recycled, reused or composted</i> priority; ▪ New action around dog fouling to the <i>cleaner streets and land</i> priority; ▪ New action around domestic abuse to the <i>Further reductions in violent crime</i> priority. 	
YOU TOLD US....	ACTION	TIMESCALE
i) that more could be done to improve town centres, particularly around licensing, business rates, property type, parking and attracting new business.	i) We will review the comments made around town centres and work with partners to develop new actions for inclusion in the plan.	Within 6 months
ii) that you wanted more community activities and guidance around food and cooking.	ii) Develop a new report card and associated actions around food and cookery in the community.	Within 6 months
iii) that you wanted a greater emphasis on carers and support for carers in the plan.	iii) Develop a carers report card with associated actions	Within 6 months
iv) that you wanted a clearer and more straight forward way to engage with LSB organisations and to be informed of issues that affect you.	iv) Develop a straight forward means of engagement and implement it across the partnership structure.	Within 6 months
v) that there was some inconsistency over the ownership of some actions	v) Ownership of actions to be reviewed to ensure fit with revised partnership structure and that a consistent approach to ownership exists.	Within 6 months

YOU TOLD US....	ACTION	TIMESCALE
i) that there were issues connected to transport and accessibility in the county that should be included in the plan.	i) We will review the comments made around transport along with existing data and survey information and work with partners to develop new actions relating to transport for inclusion in the plan.	Within 12 months
ii) that there were issues connected to the environment in the county that should be included in the plan.	ii) We will review the comments made around the environment along with existing data we have and work with partners to develop new actions relating to the environment for inclusion in the plan.	Within 12 months

9. Monitoring Progress

The LSB is accountable for the delivery of the plan. The process followed to develop the plan is not a one-off exercise. The report cards are intended to be amended to respond to changing situations and to be updated as actions are completed.

Through our partnership structure we will regularly monitor progress on the plan. The indicators in the report cards will be tracked over time to identify whether the plan is having an impact and changing the lives of people who live in, work in or visit Bridgend County. The monitoring process will help identify whether:

- (a) identified actions are making progress;
- (b) the priorities within the plan are still current; and
- (c) the arrangements in place to plan and deliver are still relevant and appropriate.

We will report annually to the public, Welsh Government, democratically elected members and LSB member organisations on progress. The first update will be provided in April 2014 and will be available on the LSB website and through local media sources.

In addition to this, implementation of the plan will be monitored by an independent Scrutiny Panel made up of

elected members and other representatives drawn from LSB member organisations.



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Bridgend County Local Service Board



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For more information please contact:

Email: LSB@bridgend.gov.uk
Telephone: 01656 643213



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Bridgend County Local Service Board

Bridgend County Together

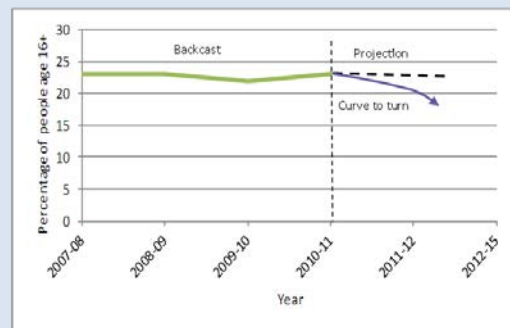
Appendix 1 Summary Report Cards with Actions



Outcome: This is an example report card that explains each section. There is one of these ‘composite’ or ‘combined’ report cards for each of the four outcomes in the plan. The outcome is what we want to achieve.

How will we know this plan is working?

This section contains charts or graphs with information that is linked to the outcome. These are what we call indicators and will help us identify whether what we are doing is successful in making a difference to the lives of people who live in, work in or visit Bridgend County. There are a number of indicators linked to each outcome and each one has a graph that looks similar to the one below:



- The green line in the graph shows us what has happened to each indicator in the past and is called the backcast.
- The black dashed line tells us what we think will happen in the future if we do nothing different to what we do at the present time and is called the projection.
- The purple arrow shows what should happen if we take the actions that are included in the plan to address the issue. This is called the ‘curve to turn’ because we want to change the projection to improve the situation.

The Story Behind the Graphs – this tells us some of the reasons why the current position is as it is. This section tells us what we know about the outcome from our knowledge of working in the area and our experience as well as what residents have told us.

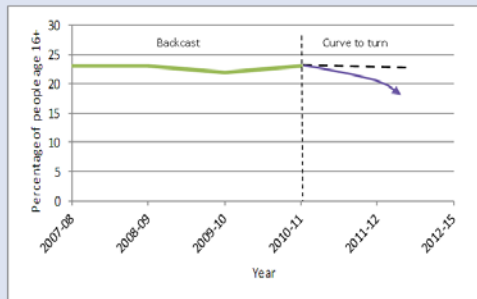
Priority	In order to deliver the Outcome for Bridgend we will:	Lead organisation	2013-14	2014-15	2015-16	2016-17	2017-18
This is what we want to achieve from our work and what will be measured using the indicators above.	This is what we are going to do, the actions that we will take	This is the organisation that will make sure that the work is done. They will be reporting back on progress. They will be helped by other organisations and partners to do this. The boxes to the right tell us over what timescale the work will happen with the coloured boxes being the financial years (March to April) over which the work will happen.					

People in Bridgend County are Healthier

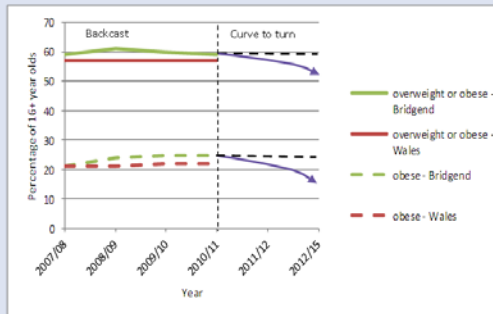
Outcome: People in Bridgend County are healthier

How will we know the plan is working?

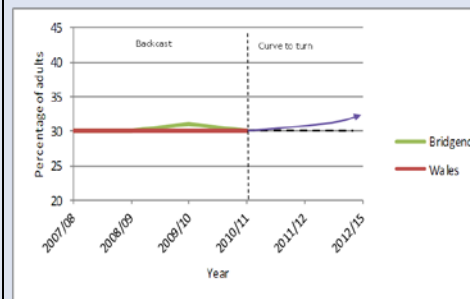
The percentage of people over 16 who smoke will decrease



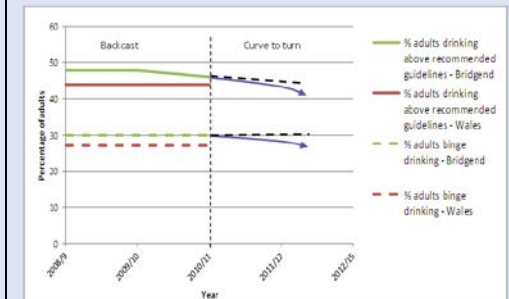
The percentage of people age 16+ who are overweight or obese will decrease



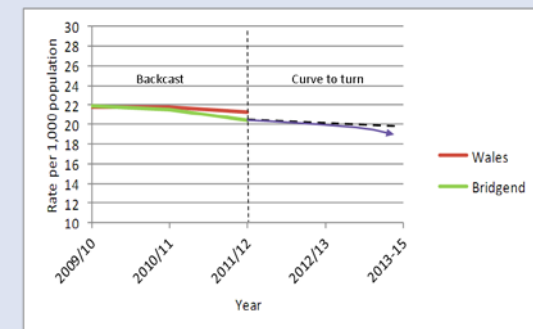
The percentage of adults who exercise for 30 minutes at least 5 times a week will increase



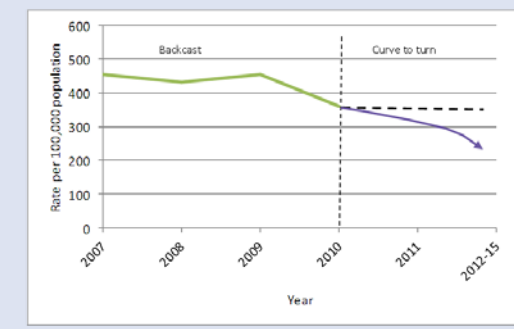
The percentage of adults who binge drink at least once a week will decrease



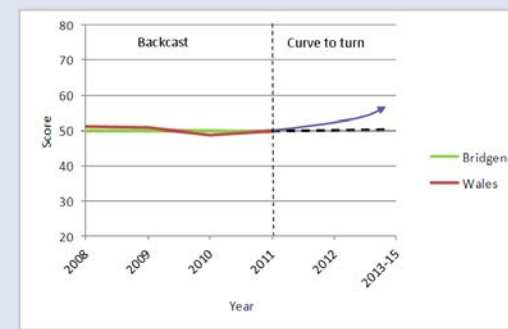
The number of older people age 65+ who the Local Authority supports to live in care homes decreases



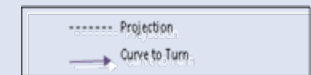
The number of older people age 65+ who have at least 1 hip fracture will decrease



The mental health score for people in Bridgend will increase



Key



People in Bridgend County are Healthier: Story behind the baselines

There are some important things that will tell us whether people who live in Bridgend County are getting healthier. Lots of major health problems are associated with smoking, being overweight, drinking too much and not taking enough exercise. Knowing if we are getting better or worse on these indicators will tell us a lot about whether people are getting healthier and what we need to do to help.

Like the rest of Wales, Bridgend has an aging population. Bridgend is a county where there are both better off communities as well as areas where there is significant deprivation. In order to build a county where people are healthier it is important to recognise that people who live in certain parts of the county face particular challenges around some of the key indicators that we are using to measure whether we are getting healthier overall.

Older people want to be able to live at home as independently and safely as possible. Services must therefore provide the right kind of planned, flexible support that meets their needs so that older people don't experience the kinds of problems and difficulties which means they need emergency 'hands on' care. One of the major risks for an older person is falling and having to go into hospital as a consequence. Falling once often makes it more likely an older person will fall again. This has a major impact on an older person's confidence, mobility, independence and emotional well-being. With the right support, planning and services most falls can be avoided.

Children need the best start in life, growing up in families where their parents don't smoke, where they eat healthy food and take part in lots of activities including regular exercise means they are more likely to grow up to be healthier adults.

- Almost a quarter of people in the county smoke and this has stayed the same for the past five years. A higher proportion of people who live in poorer areas smoke than those who live in better off areas. More men smoke than women. The reasons for this are complicated and we don't really understand all the reasons why but we know that it's hard to give up smoking and living in a family or community where everyone smokes may make giving up even harder.
- People living in the county are more likely to be overweight or obese than in other parts of Wales, a quarter of the population here are overweight or obese and levels of obesity are highest in poorer communities north of the M4. Again the reasons for this are complicated and we don't know all of them but we do know that food that is high in fat and sugar is often cheaper and easier to make or buy than healthier options.
- In Bridgend County a third of adults report binge drinking at least once a week but people who live in the most deprived areas and the most well off areas are more likely to binge drink.
- Around a third of adults in Bridgend take the recommended amount of exercise each week and this has stayed the same for the past five years. Women are less likely to take part in sports and exercise than men.
- The rate of hospital admission for hip fractures has stayed about the same for over a decade. Falls are largely predictable and happen because of a number of individual and environmental factors that, with the right planning and support, can be avoided.
- As the number of older people grows, so the number of frail older people will also grow. Arrangements to support people to manage independently at home need to be planned to promote people's quality of life and reduce their vulnerability.
- Issues that affect a person's emotional wellbeing and mental health include health problems, deprivation, substance misuse, financial burden and anxieties. By encouraging people to access appropriate support for Mental Health and Emotional Well Being we can enable them to receive the support most suitable to their needs.

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Reduce smoking rates	<p>Develop a multi-agency approach to tobacco control through the Bridgend Tobacco Control Action Plan which will include the following actions:</p> <ul style="list-style-type: none"> • raise awareness of the harm caused by tobacco in young person settings • utilise a peer education approach to raise awareness about the effects of tobacco smoke on health with children and young people • make smoking seem less acceptable and normal e.g. by developing smoke free environments • continue to provide Stop Smoking Wales Services in local communities and focus on the areas most in need • review best practice models for smoking cessation in pregnancy and trial a new way of working within maternity services • develop a business case for a hospital based smoking cessation service • carry out investigations into the circulation of counterfeit cigarettes • assist retailers in their preparation for the ban on the display of tobacco products 						
		BCBC – Children’s					
		BCBC – Children’s					
		BCBC – Communities					
		Stop Smoking Wales					
		ABMU Health Board					
		ABMU Health Board					
		BCBC - Public Protection					
		BCBC - Public Protection					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Reduce the number of children and adults who are obese or overweight	Embed this health priority into all relevant locality plans, and policies to contribute to the creation of an environment that supports and promotes a healthy weight	Public Health Wales					
	Develop an ABM area Obesity Action Plan incorporating actions which involve a multi-agency approach to halt the rise in obesity	ABMU Health Board					
	Develop an ABM area Breastfeeding Action Plan incorporating actions which involve a multi-agency approach to increase breast feeding rates	ABMU Health Board					
	Continue to embed healthy eating messages in early years settings, schools, youth organisations, leisure services, community groups, voluntary groups etc	BCBC - Children's					
	Implement the Families First Programme 5 to improve physical activity and diet in families	ABMU Health Board					
	Develop weight management services across Bridgend County	ABMU Health Board					
	Develop a network of health brokers in the new Communities First Clusters	BCBC - Communities					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the number of people taking regular exercise	Ensure that a range of low cost and no cost opportunities to be physically active are available to encourage participation by children and young people and adults on lower incomes	BCBC - Wellbeing					
	Develop improved facilities across Bridgend County to support communities to be physically active and identify areas that would benefit from further development	BCBC - Wellbeing					
	Improve the availability of information on local services, activities and places that can support active and healthy lifestyles	BCBC - Communities					
	Support employers to maintain an active and healthy workforce by developing and sharing best practice around emotional and physical wellbeing	Public Health Wales / BCBC Wellbeing					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Reduce binge drinking	Support the local implementation of the Public Health Wales Intervention and Brief Advice (IBA) programme across G.P surgeries and hospital settings	ABMU Health Board					
	Local dissemination of national alcohol information campaigns	Public Health Wales					
	Support work based health programmes via the "Healthy Living Wales" programme	Public Health Wales					
	Continued delivery of Substance Misuse Action Team/Area Planning Board strategies and action plan	SMAT/APB					
	Continue to improve and manage the night time economy environment across the county, including outlet density and alcohol promotions	BCBC - Public Protection					
	Reduce the number of awards for new licensed premises	BCBC - Public Protection					
	Reduce the number of children and young people accessing alcohol inappropriately	BCBC – Public Protection					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase number of older people helped to live independently	Pro-actively identify older people most at risk of deterioration so support can be provided before a crisis is reached, e.g. increased use of Telecare provision	BCBC - Wellbeing					
	Establish a single point of access for all services and invest in the development of community services to create a 7 day working model within our Community Resource Team and further integration of Health and Social Care Services	BCBC - Wellbeing					
	Deliver the Prevention Independence and Social Isolation Action Plan including:	Pll Group					
	<ul style="list-style-type: none"> implement improved communication and engagement process 	Pll Group					
	<ul style="list-style-type: none"> maximise potential of Community Cafés Befriending Project 	Pll Group					
	<ul style="list-style-type: none"> expansion of the Helping Hands Social enterprise 	Pll Group					
	<ul style="list-style-type: none"> implement the Red Cross Brokerage Scheme 	Pll Group					
	Promote Keep Well Keep Warm campaigns, vaccination uptake and bone health monitoring	ABMU Health Board					
	Promote community transport options	BAVO					
Improve medicines management for safer healthcare and to make the best possible use of medicines	ABMU Health Board						
Promote community resilience and use community resources to support frail older people in their own homes	BCBC - Wellbeing						

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Reduce the number of older people suffering hip fractures	Develop and implement a Falls Pathway .	ABMU Health Board					
	Evaluate pilot primary care based falls risk screening programme in Bridgend locality	Public Health Wales					
	Continue the Welsh Ambulance Service Trust (WAST) falls pathway into the Community Resource Team (CRT)	WAST					
	Roll out the Telecare service to vulnerable people in the community at risk of falls	BCBC - Wellbeing					

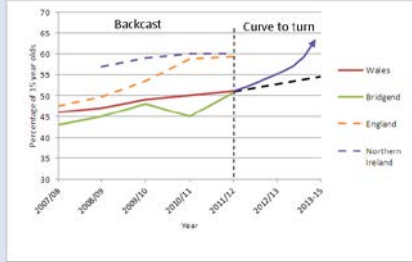
Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Improve people's emotional wellbeing and mental health	Encourage people to access appropriate support for Mental Health and Emotional Wellbeing by accessing local Primary Mental Health Services	ABMU Health Board/BCBC					
	Continue to roll out substance misuse information and targeted health promotion/interventions in partnership with the SMAT/APB	Public Health Wales					
	Work with the community to identify the most needed services for Mental Health	ABMU Health Board					
	Work with a wide range of partners and service users to ensure that all elements of the Mental Health Measure 2010 are met	ABMU/BCBC					
	Continue to implement the Children and Young People's Emotional Wellbeing Strategy	BCBC – Children's					
	Improve levels of support to families, and parents in particular, at an early stage to prevent problems becoming critical	BCBC – Children's					
	Ensure that the Siaradwn Ni programme delivers the identified outcomes in relation to stigma, community awareness and personal resilience	BAVO					
	Progress the mental health priorities of the Western Bay programme	ABMU Health Board					

People in Bridgend County are Engaged and Empowered to Achieve Their Full Potential

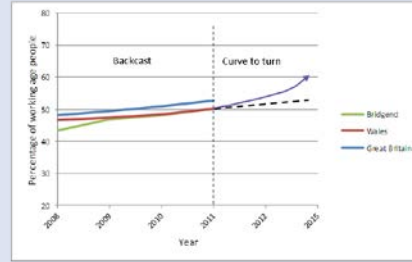
Outcome: People in Bridgend County are engaged and empowered to achieve their full potential

How will we know the plan is working?

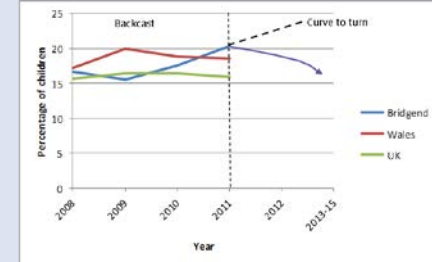
The percentage of pupils getting 5 GCSEs A*-C, including English or Welsh, or equivalent will increase



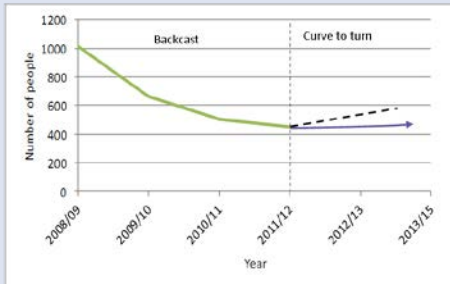
The percentage of working age population with NVQ Level 3 or equivalent will increase



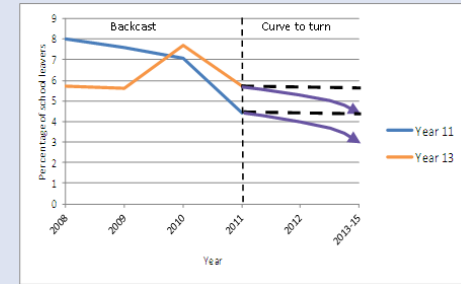
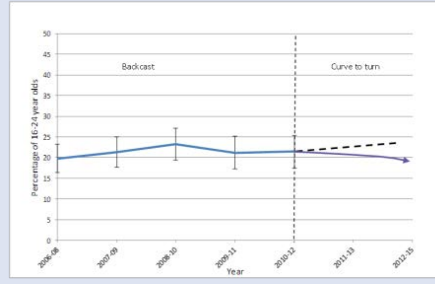
The percentage of children living in households where nobody works will fall



Total Number of people presenting as homeless

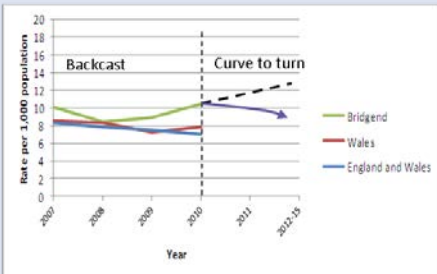


The number of young people who are Not in Employment, Education or Training will fall
 16-24 year olds, Annual Population Survey Careers Wales Year 11 and Year 13 school leavers

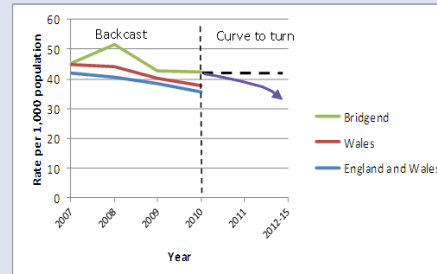


The number of teenage pregnancies will fall - rate per 1,000 people

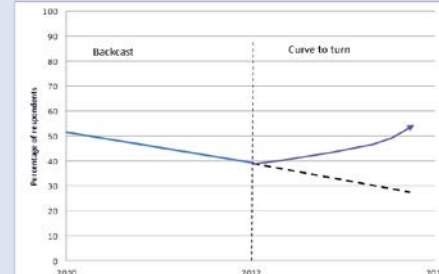
13-15 year olds



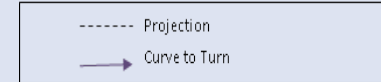
15-17 year olds



Percentage of people who agree that they can influence decisions affecting their local area



Key



People in Bridgend County are engaged and empowered to achieve their full potential: story behind the baselines

Being engaged and empowered to achieve your full potential involves a wide range of factors. The ones being measured here are the things we have information about that people told us were the most important. We will know if people are reaching their potential if they do well at school, take up opportunities for further education and training and find employment. We know that some things, like becoming homeless or getting pregnant very young, make life much harder. Knowing if we are getting better or worse on these indicators will tell us a lot about whether people are engaged and empowered to achieve their full potential and what we can do together that might help.

- The performance of children at GCSE Level in school has varied over the past few years but at the moment performance is below the Welsh average with girls generally doing better than boys. We know that children from disadvantaged backgrounds tend to do less well at school than children from families who are better off. Our schools have been working hard to make sure that children from disadvantaged backgrounds achieve their potential and in Bridgend we are doing well at this. However there is a long way to go before we can be confident that our children are achieving their full potential.
- We need skilled workers to attract skilled employment. At the moment there are not many opportunities in Bridgend and this means that not so many people are taking up higher skilled training or education. When times are hard, like they are now, it can be difficult for employers to help their workers take up extra training and education in work time. People may not know about the opportunities that are available to help them get a better education and higher skills or they may not feel they can achieve this. The cost of education, transport or childcare may also make it difficult.
- Since the decline of heavy industry and manufacturing it has been very hard for many people in the county to find work, so lots of people have been unemployed for a long time and many children are growing up in families where nobody is working. Lots of people in the County work in the public sector and cuts mean that some people will lose their jobs. For people with children, the cost of childcare can prevent them from taking up work. Not being able to get to work because there's no transport or it costs too much can be a problem. Some people don't have the right skills for the work that is available, they may not have any qualifications or the wrong kinds of qualifications for the jobs they want to do. People who have been out of work for a long time may not feel very confident or they may feel there is nothing they can or want to do so it's easier to continue claiming benefits. People who are sick or disabled may not be able to work.
- Some young people leaving school or college, particularly those from poorer backgrounds, find it particularly hard to find work so they may not be in education, training or employment. We have been working particularly hard in Bridgend to support these young people but we need to do better to ensure the work that is being done is co-ordinated. Funding for some of these projects is coming to an end soon which may mean there is less help available to support these young people to find opportunities for education, training or employment. Certain groups of young people will have faced particular disadvantage whilst they are growing up which may mean that they have left school with poor skills and confidence which will make this even harder.

People in Bridgend County are engaged and empowered to achieve their full potential: Story behind the baselines

- The rate of teenage pregnancy in some parts of the County is much higher than other parts of Wales and rates of repeat terminations for women under 25 are also relatively high. The reasons for this are complex but young people may feel pressure from their friends and peer group to become sexually active at a young age. There may not be accessible or appropriate contraception or advice at the right time and the kinds of messages that young people receive from the media, popular culture and their peer group may leave them uncertain or unconfident about what they should be able to expect in their relationships. For some young women getting pregnant at a young age is a positive choice. They may come from families where mothers have traditionally had babies very young or because they feel they have very few opportunities open to them and having a baby provides them with a certain degree of security and status. However, we know that very young parents often find it harder to cope and are less likely to do well educationally and achieve their full potential than parents who are a little older.
- Being homeless makes it very hard for people to be engaged and empowered to reach their full potential. Giving people the right help and advice as early as possible has meant that homelessness has been falling in Bridgend County over the past 4 years. However changes to the way housing benefit is paid, welfare benefit reforms are likely to lead to more people becoming homeless. Housing organisations, the local authority and others are working together to prevent this as much as possible by changing the way they manage housing and provide support.
- It isn't easy to know whether people feel empowered and engaged so local people have been asked whether they agree that they can influence decisions affecting their local area. People are less likely to feel they can influence things if they feel that even when they give their views they are being ignored and they can't see anything change.

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the number of 15 year olds achieving 5 GCSEs grade A*-C including English/Welsh & Maths, or equivalent	Work with schools to: <ul style="list-style-type: none"> identify groups of pupils who are at risk of under attaining and ensure that appropriate strategies (i.e. peer and adult mentoring, additional provision, review meetings with parents and pupils) are in place to support them identify, through annual performance reviews, subject areas that appear to be under performing compared with others, and develop, support and monitor action plans to improve the impact of teaching and learning 	BCBC - Children's					
		BCBC - Children's					
		BCBC - Children's					
	Ensure that strategies to implement the new national literacy and numeracy frameworks are embedded in primary and secondary schools and that children and young people's progress is tracked regularly and effectively against appropriately challenging individual targets	BCBC - Children's					
	Ensure that strategies to extend the reach of Family Learning and Adult Community Learning are exploited to reinforce the value of learning multi-generationally	Bridgend College					
	Improve access to personal support and guidance through youth support services and mentoring services	BCBC - Children's					
	Work with employers and training organisations to ensure that the qualifications framework is understood and that basic, and other skills that support young people's employability are both promoted and appropriately accredited by education providers	Bridgend College					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the percentage of working age people with NVQ level 3 qualifications (equivalent to 2 or more A Levels)	Expand the 14-19 Network communications plan in conjunction with Work Based Learning providers, Further Education institutions, Adult Community Learning & employers to increase awareness of learning opportunities	BCBC - Children's					
	Explore the potential to develop a structured work experience programme accepted and endorsed by Local Service Board partners with a focus on technical/skilled (NVQ Level 3) jobs, including use of half terms/ holidays for work experience and with a Duke of Edinburgh style achievement progression	Bridgend College					
	Provide suitably timed course opportunities to help up skill those already in work and making use of bite size provision	Bridgend College					
	Provide a range of courses with clear and supported progression routes to enable people to access Level 3	Bridgend College					
	Implement the Adult Community Learning Partnership Plan	Bridgend College					
Reduce the percentage of children living in households where nobody works	Implement the Child Poverty Strategy by developing an operational action plan to ensure delivery	Communities Wellbeing Group					
	In collaboration with key partners develop a SMART Action Plan to address barriers to employment caused by skills gap, motivation and confidence	Bridgend College					
	Establish a Local Service Board Welfare Reform group to support population through benefits transition	LSB/Welfare Reform Group					
	Develop a more co-ordinated approach to working with very young lone parents who have no parental support	BCBC – Children's					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Reduce the number of people who are homeless	Establish a Local Service Board Welfare Reform group to support population through benefits transition	Welfare Reform Group					
	Remodel housing frontline services to focus on homelessness prevention	BCBC - Communities					
	Initiate the completion of Support Needs Assessments as part of the Housing Solutions Interview	BCBC - Communities					
	Increase advisory services through the new Communities First Programme including financial inclusions advice	BCBC - Communities					
	Support young people (16-17 year olds) at risk of homelessness through multi agency working at the Just @sk Plus Service	BCBC – Children’s					
	Increase accommodation options for households who are homeless or threatened with homelessness	BCBC - Communities					
Reduce the percentage of young people not in education, training or employment	Implement the NEETS Strategy , including the project to look at aligning groups that work with NEETS	BCBC - Children's					
	Develop more educational opportunities for 14-19 year olds around vocational training and basic skills	Bridgend College					
	Increase the opportunities for volunteering	BAVO					
	Create more job clubs designed for 16-24 year olds based in the community including a mentor programme around Social Enterprise and Entrepreneurship	LSB - Skills, Employment and Economy Delivery Group					

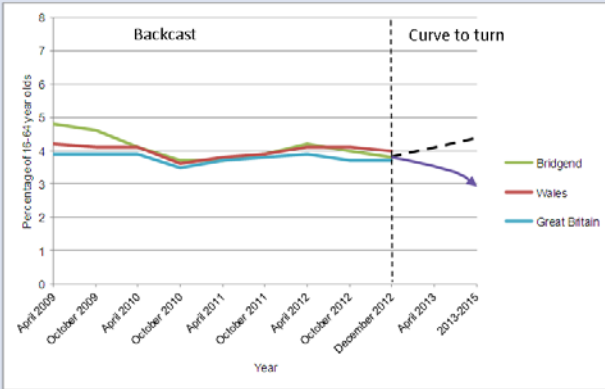
Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Reduce the number of teenage pregnancies	Increase the uptake of Long Acting Reversible Contraception (LARC)	ABMU Health Board					
	Improve the collection and use of information to enhance existing service delivery arrangements	ABMU Health Board					
	Implementation of the 'Empower to Choose' programme reducing the proportion of unplanned conceptions amongst under 18 year olds.	Public Health Wales					
	Increase the percentage of staff in education and community settings who are trained to deliver sex and relationships education	BCBC/Central South West Consortium					
	Deliver increased provision of Sexual Health services via the Families First Programme 5	AMBU Health Board					
	Bridgend Healthy Schools Scheme to roll out sex and relationships education and promotion material to all primary schools	Public Health Wales					
	Engage with GPs in the development of sexual health services and cost effective models of care and access	ABMU Health Board					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the percentage of people who agree that they can influence decisions affecting their local area	Develop a communication strategy to ensure local people are kept up to date with decisions that are being made, how they can influence decisions, and how they have influenced decisions	LSB Communications Steering Group					
	Work with members of the community to develop a 'How to make a difference in your community toolkit'	Communities Board					
	Work with partners to embed the National Principles of Engagement	BAVO					
	Improve transparency of decision making by ensuring people know about the mechanisms that are available to enable them to contribute and providing feedback on how their input has had an impact. To be achieved through regular 'You Said – We Did' updates	LSB Communications Steering Group					
	Further develop the Communities First and Registered Social Landlords Community Champion Model	Valleys to Coast					

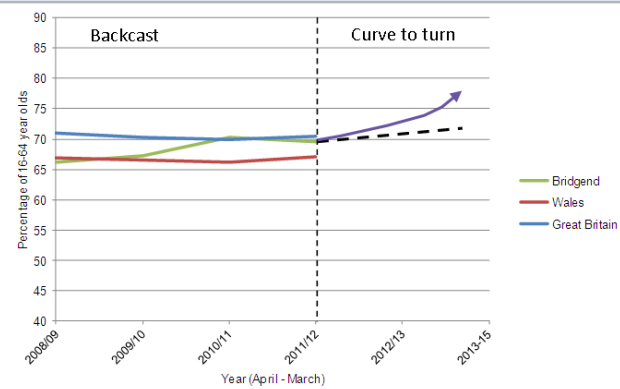
**People in Bridgend County Benefit from a
Stronger and More Prosperous Economy**

How will we know that the plan is working?

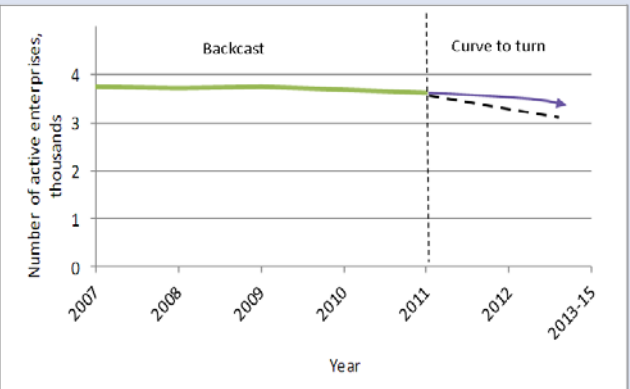
The number of people claiming Job Seekers Allowance will fall



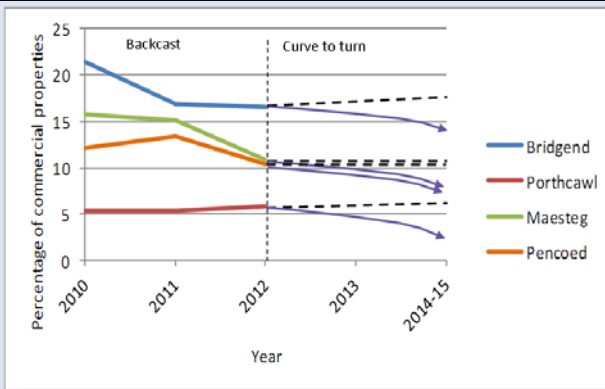
The percentage of people age 16-64 in employment will increase



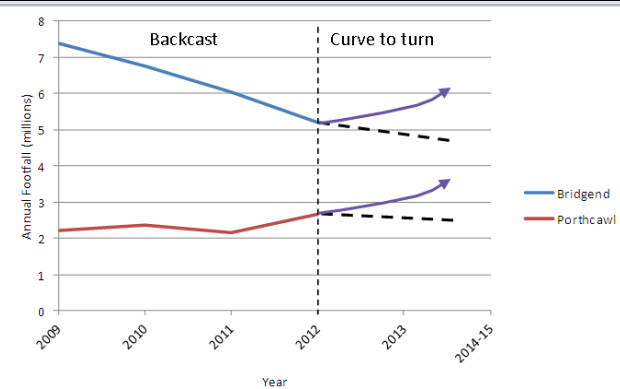
The number of businesses will increase



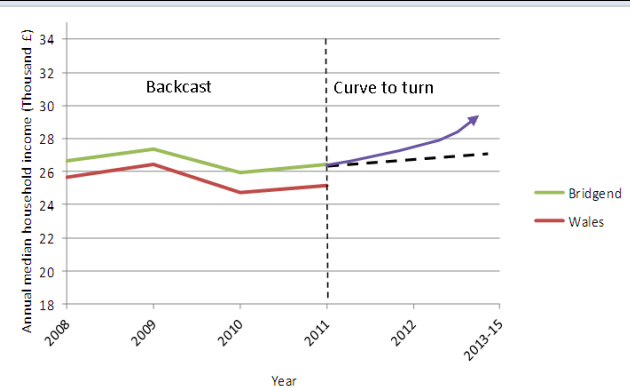
The number of vacant premises in town centres will fall



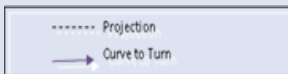
More people will visit town centres



Household income will increase



Key -



People in Bridgend County benefit from a stronger and more prosperous economy: Story behind the baselines

Bridgend County Borough historically has been affected by the decline in traditional manufacturing and heavy industry. The economic downturn across the whole of the UK means that making the economy in Bridgend County Borough stronger and more prosperous is particularly challenging. Many people work in the public sector and with cuts to public spending jobs are being lost. People across the public and private sector are working fewer hours or for lower wages. We will know whether the economy here is getting stronger by measuring how businesses are doing and how busy our town centres are. Things like the number of people in the County Borough who are working and who are looking for work also tells us how strong the local economy is.

- Although lots of new businesses are starting up, many of them fail. Part of the problem is that in this economy, customers have little money to spend and banks are unable or unwilling to support struggling businesses. Costs, such as business rates become impossible to meet and businesses fail. The industrial infrastructure, such as IT and transport, needed to encourage larger businesses to come to the area are limited and require investment on a national scale.
- Young people face particular issues in finding employment, around one-third of those claiming job seekers allowance are aged 18-24. People from some parts of the borough are also much more likely to be unemployed or working in low paid or part time jobs than in other areas. Some people don't have the right skills for the work that is available, they may not have any qualifications or the wrong kinds of qualifications for the jobs they want to do. People who have been out of work for a long time may not feel very confident of they may feel there is nothing they can or want to do so it's easier to stay claiming benefits. For people with children, the cost of childcare can prevent them from taking up work. Not being able to get to work because there's no transport or it costs too much can be a problem. People who are sick or disabled may not be able to work.
- The economic downturn has also meant that people have less to spend in the town centres in Bridgend. With fewer shoppers visiting the town centres, and spending less money some businesses fail leaving fewer shops open. This makes the town centres less appealing and discourages people from shopping locally. Town centres have lost their individual identity with niche and speciality shops, which provide an incentive for people to visit the town centres, being replaced by takeaways and charity shops. The popularity of out of town shopping and competition from centres such as Cardiff and Swansea can also draw people away from local town centres.
- Accessibility including the availability and cost of parking can be seen as a disincentive to visit local town centres. Wider accessibility of the town centres can also be a problem, particularly for disabled people.
- There is still a vibrant night-time economy with many people coming into the town centres to visit pubs and clubs but this needs to be carefully managed to limit the antisocial behaviour which is associated with the night-time economy.

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
<p>Reduce the percentage of people aged 16-64 who are JSA Claimants (continued overleaf)</p>	Address skills deficiencies in targeted areas (e.g. deprived communities) focusing on literacy, numeracy, computer literacy and timekeeping	Bridgend College					
	Identify and develop demand led skills to ensure there is a local workforce equipped to work in emerging employment areas e.g. electrification of railway and barrage	Bridgend College					
	<p>Establish an LSB welfare reform group to support population through benefits transition, including:</p> <ul style="list-style-type: none"> develop a communication plan to promote the importance and benefits of working lifestyles and to make more people aware of existing support to find employment develop a programme in LSB member and partner organisations to increase work, work experience, volunteering and apprenticeships in both practical and academic careers targeting support to new entrants to the system (e.g. coming from incapacity benefit) ensuring people are aware of what they are entitled to but with provision for progress from benefit entitlement into employment develop a project to promote digital inclusion for new and existing benefit claimants provide awareness raising and training sessions for frontline workers and volunteers about Digital by Default 	LSB					
		LSB					
		LSB					
		LSB					
		LSB					
		LSB					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
(continued) Reduce the percentage of people aged 16-64 who are JSA Claimants	Explore the opportunities of statutory services and community venues providing additional support i.e. libraries offering assistance in developing CVs , adult basic skills opportunities at community cafes etc	BCBC - Communities					
	Children and young people and others are aware of and enabled to access vocational and other opportunities including entrepreneurship	Careers Wales					
	Developing better, more appropriate IT based skills for recruitment, e.g. email addresses, use of Facebook, online applications etc through job clubs/Job Centre Plus	Job Centre Plus					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the percentage of people aged 16-64 who are in employment	Review success of the work programme and identify gaps in provision. Develop new projects in line with ESF timelines	Job Centre Plus					
	Review, with a view to developing a community based Work Club Programme across the county	BCBC - Communities					
	Explore the possibility of working with schools to develop a project aimed at raising the aspirations of young people to give them the confidence and motivation needed to work in the modern job market	Skills Employment and Economy Delivery Group					
Increase the number of active enterprises	Develop an approach to supporting new entrepreneurs and social entrepreneurs particularly in deprived areas	BCBC - Communities					
	Maximising the opportunities of Welsh Government Aerospace Enterprise Zone and St Athans	BCBC - Communities					
	Undertake further research to understand the death rate of SMEs and micro businesses in order to develop appropriate support	BCBC - Communities					
	Work regionally with the 10 local authorities in the Cardiff City Region to develop 'industry specific clusters' where we have strengths supported by data development	BCBC - Communities					
	Review capital programme to ensure ongoing attractiveness of industrial stock (estates) is prioritised	BCBC - Communities					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Reduce the number of empty properties in town centres and increase the number of visitors to town centres	Build on existing arrangements to create a business and trade structure partnership which will: <ul style="list-style-type: none"> work to create unique identities for the town centres which will encourage visitors and give people a reason to return refocus retail so that town centres are accessible and offer the shops, services and facilities that people want promote spend through collaboration between retailers (spend in one shop gives a discount in another etc.) to encourage people to visit more shops promote town centres using social media 	BCBC - Communities					
		BCBC - Communities					
		BCBC - Communities					
		BCBC - Communities					
		BCBC - Communities					
	Develop a multi-agency project around the use of vacant premises of short term lets for creative, arts and social enterprises	BCBC - Communities					
	Explore opportunities for LSB member organisations to host and showcase more high quality unique town centre events to encourage footfall	BCBC - Communities					
	Engage with citizens to identify perceived issues with town centres and reasons behind shopping and leisure choices	LSB - Citizen Engagement Steering Group					
Develop a project to encourage visitors from out of the county who come to McArthur Glen to also visit town centres	BCBC - Communities						

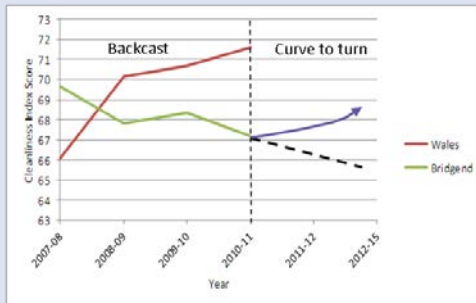
Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase household income	Promote existing projects around budgeting, sensible loans, food co-ops/nutrition, savings to ensure income that is available is well spent	LSB Welfare Reform Group					
	Ensure that people are aware of the availability of existing childcare services to enable them to work such as Flying Start and review the number of affordable childcare places available	BCBC - Children's					
	Support the development of high end, and affordable housing, to encourage higher earners to live and contribute to the local economy	BCBC - Communities					

**Bridgend County is a Great Place to Live,
Work and Visit**

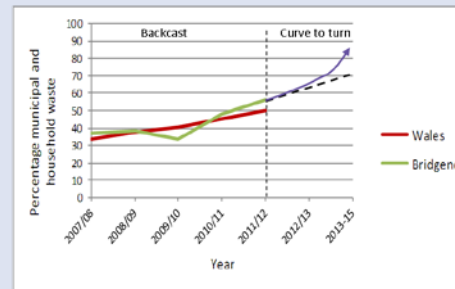
How will we know we are making a difference?



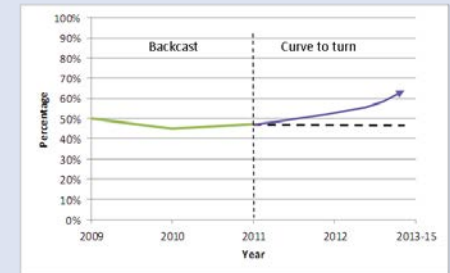
There will be cleaner streets and land



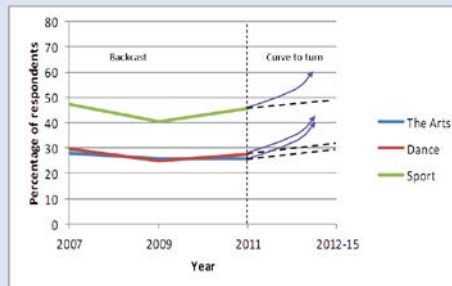
More of our rubbish will be recycled, reused or composted



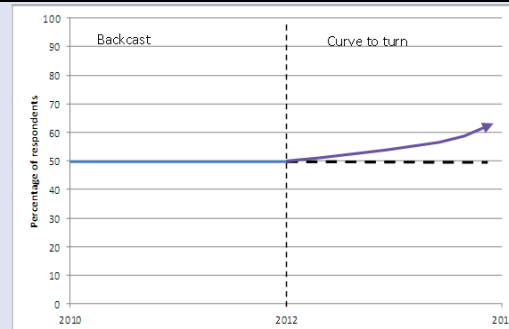
Surface waters (rivers, lakes, coastal water) will be cleaner



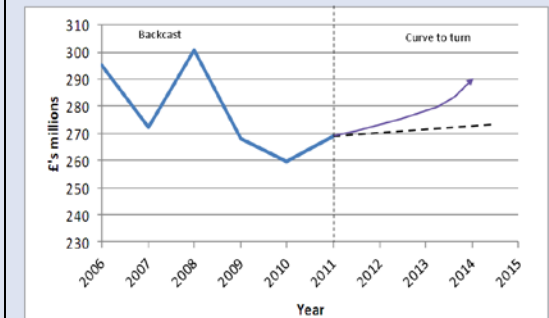
A higher percentage of young people will think local facilities are good or very good



A higher percentage of people will feel part of their community



Total annual spending by tourists will increase



Key

- Projection
- Curve to Turn

Bridgend County is a great place to live work and visit: Story behind the baselines

The following points are those suggested by stakeholders as the reasons behind the current position in Bridgend County.

- The crime rate for household burglary has been falling because of good partnership working between the police, local authority, other agencies and the public. The police are getting better at catching the people who commit burglaries although there are still problems with some opportunistic crime when people leave their cars or properties insecure. There are a relatively small number of perpetrators responsible for the majority of burglaries and most of these are using crime to pay for a drug/alcohol or gambling addiction. Good partnership working has also helped reduce the rate of violence with injury including good management of high risk individuals. Much of the violence that does take place is connected with alcohol and drugs, such as late night drinking in pubs or clubs, or violence on days where there are big sporting events taking place. Although violence is decreasing overall, the rates of violence linked with younger people (as victims and perpetrators) and the rates of domestic abuse across all age ranges is increasing. It is possible that changes to the benefits system and the economic downturn may make things worse for burglary and violence. Compared to 2008 more people now believe that the local authority and the police are doing a good job in tackling crime and anti-social behaviour. Partnerships and Community Together (PACT) meetings and an increase in number of Police Community Support Officers have helped to get the message out that crime in Bridgend County Borough is falling. However, some groups still feel that crime and anti-social behaviour is high. It is acknowledged that it is very important to let people know about the things they can do to reduce crime but this can also make people more aware and afraid of crime.
- Recycling rates in Bridgend have increased substantially since the recycling contract was outsourced in 2010. Education campaigns and work in schools have helped raise people's awareness of the importance of recycling. Recycling rates are higher in some parts of Bridgend County than others (south of the M4 is higher than in the north). People who live in smaller houses or flats often have nowhere to store recycling which makes it harder for them to recycle. Budget cuts, an increasing population, attitudes to littering, seasonal and sporting events all have an effect on street cleanliness. Community groups in some parts of the County are more involved in practical environmental action than in others.
- Tourism is undergoing a process of change throughout the County and Wales. The economic downturn has meant that some businesses that provide holiday accommodation and tourist attractions have closed. Local authority tourism budgets are shrinking. However, key tourist businesses are reporting an increase in business. Park Dean has invested heavily in Trecco Bay and this is showing positive results. Trecco Bay Holiday Park reported that business last year was the best since it opened.
- The economic downturn has meant that fewer houses are being built. New development sites have not been built or are being built more slowly and so there are fewer lower-cost or affordable houses available. The grant provided to help build affordable rental properties (the Social Housing Grant) has been cut which has also affected the amount of affordable housing available. Funding cuts and changes to the mortgage rescue scheme eligibility criteria have meant that fewer people have been able to benefit from this scheme.

Bridgend County is a great place to live work and visit: Story behind the baselines continued

- Feeling part of the community is important for the well-being of individuals as well as for the County as a whole. This can be as simple as knowing your neighbours well enough to say hello, looking out for the children or older people that live locally or volunteering for community projects. Economic factors such as people having less money to spend means that fewer people are able to engage in community activities. The economic climate also impacts on community groups as grant funding is becoming harder to access and because fewer people are able to pay subscription or membership fees. It is anticipated that welfare reform will further impact on this. More generally, people with disabilities, mental health issues, caring responsibilities can find it difficult to engage without support.

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Further reductions in violent crime	Encourage reporting of domestic abuse by raising awareness through promotional activities and the use of social media	South Wales Police					
	Further embed neighbourhood networks (management) and localised problem solving	South Wales Police					
	Explore a mechanism with partners to develop an educational programme which encourages children to have safe and healthy relationships to be delivered through schools and community settings	BCBC CSP Domestic Abuse Group					
	Seek opportunities to improve information sharing and the analysis of violent crime between agencies	South Wales Police					
	Implement Community Cohesion Strategy	BCBC CSP					
	Reduce domestic abuse by focusing on prevention/early intervention	BCBC CSP					
	Continue to implement the Domestic Abuse Strategy 2012-2014	BCBC CSP					
Further reductions in household burglary	Roll out Integrated Offender Management (partnership working to manage the offenders whose crime causes most damage locally) approach	Wales Probation					
	Educate residents and groups on crime prevention through advice, education and the use of social media	South Wales Police					
	Identify possible vulnerable groups or communities and use community workers/groups to reinforce importance of home security and support initiatives such as no cold calling zones	South Wales Police					
	Seek opportunities to further improve information sharing between agencies	South Wales Police					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the percentage of people who agree that the police and Local Authority are dealing with crime and anti-social issues that matter	Focus Anti-Social Behaviour (ASB) management on hotspot areas	South Wales Police					
	Promote community involvement in partnership working e.g. effective Partnership and Community Together (PACT) meetings	South Wales Police					
	Reduce fear of crime with increased visibility of police officers and Police Community Support Officers (PCSOs) within communities	South Wales Police					
	Increase the profile of community and third sector groups delivering diversionary activities	BAVO					
	Develop methods of communication that are suitable for the intended audience	South Wales Police					
Reduce re-offending rates	All LSB partners to be engaged in early intervention to address offending and reducing reoffending particularly through contribution to the IOM scheme and MAPPA arrangements	Wales Probation					
	Family services (e.g. Connecting Families, Invisible Walls) to deliver on planned outcomes to reduce reoffending	Wales Probation					
	Probation and Youth Offending Service to continue to develop innovative approaches to reducing reoffending. Including the roll-out of Restorative Justice approaches	Wales Probation					
	Probation, Housing and Youth Offending Service to work in partnership with Job Centre Plus to prepare offenders for changes to the benefits system	Job Centre Plus / Probation					
	Develop the Bureau – a Panel of professionals who look at the most appropriate way to deal with young people’s offence(s)	BCBC – Children’s					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the number of affordable housing units available	Develop “selection criteria” to prioritise the delivery of affordable housing in areas of the greatest housing demand	BCBC - Communities					
	Promote and administer the “Empty Homes Grant” scheme in order to bring empty homes back into use as affordable housing	BCBC - Communities					
	Maximise Welsh Government funding available under the “Houses into Homes” empty property loan scheme to generate, where possible, affordable housing for households in greatest housing need or households who are homeless or threatened with homelessness	BCBC - Communities					
Reduce problematic drug use	Improve the accessibility of substance misuse services	SMAT/APB					
	Continue the delivery of the Substance Misuse Action Team Area Planning Board Strategies	SMAT/APB					
	Improve waiting times for treatment	SMAT/APB					
	Develop data to determine prevalence rates of illicit substance misuse across Bridgend County	SMAT/APB					
	Continue to develop and strengthen universal prevention services	SMAT/APB					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Cleaner streets and land	Work with Housing Associations to explore the possibility of their staff (e.g. caretakers) issuing fixed penalty notices	BCBC - Communities					
	Publicise successful prosecutions	BCBC - Communities					
	Work with partners to promote the fact that bins are dual purpose i.e. street bins can take dog waste as well as general litter	BCBC - Communities					
	Support groups and publicise existing projects	BAVO					
	Work with fast food outlets to adopt a litter code	BCBC - Communities					
	Work with Third Sector partners and the Safer Bridgend Partnership to develop drug related litter projects	BCBC/CSP					
	Continue to encourage children and young people to be responsible about litter and reinforce message with parents	BCBC - Communities					
	Work with partners to develop a reduce dog fouling campaign concentrating on health, aesthetics and cost of dog fouling	BCBC - Communities					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the percentage of household waste that is recycled, reused or composted	Promote recycling to community members and Third Sector organisations through newsletters	BCBC - Communities					
	Explore the possibility of developing a partnership with Third Sector organisations to establish a renew/reuse/recycle social enterprise	BAVO					
	Continue to improve advice and information about recycling	BCBC - Communities					
	Re-brand Civic Amenity Sites to Recycle Reuse Centres	BCBC - Communities					
	Explore the possibility of developing a Trade Recycling Project	BCBC - Communities					
	Use existing structure e.g. eco schools, healthy schools programme to promote recycling projects with young people	BCBC - Communities					
	Implement garden waste collection service	BCBC – Communities					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the number of lakes, rivers, estuaries and coastal water that are of a good quality	Continue and broaden existing collaborative working to tackle domestic misconnections	Environment Agency					
	Develop new initiatives to educate the public and those undertaking work to homes and buildings to prevent new misconnections being created	Environment Agency					
	Work with Housing Associations to improve sustainable urban drainage systems in existing and new housing estates to reduce their impact on watercourses	BCBC - Communities					
	Work with the public to help understand the importance of, and their influence on, the watercourses in their community	Environment Agency					
Increase the percentage of young people who think that local sports, art and dance facilities are of good or very good quality	Conduct the play sufficiency assessment and produce an action plan to improve existing arrangements	BCBC - Wellbeing					
	Develop services and activities that increase participation by all children and young people (including groups who are currently under represented) recognising the play sufficiency duty	BCBC - Wellbeing					
	Support the increased use of leisure facilities and community groups by children and young people by removing identified barriers	BCBC - Wellbeing					
	Support schools to deliver good quality physical education and school sport that link with community based facilities and activities	BCBC - Wellbeing					

Priority	In order to achieve the outcome in Bridgend we will:	Lead organisation	To be delivered by:				
			2013-14	2014-15	2015-16	2016-17	2017-18
Increase the percentage of people who feel part of their community	Develop schools as centres for community engagement and activity	BCBC - Children's					
	Work with community and Third Sector organisations to encourage them to share skills, knowledge and assets	BAVO					
	Provide support for community based events particularly intergenerational activities	BAVO					
Increased spending by tourists	Develop and implement a training programme to ensure that all those working in the sector are able to deliver the best quality service to visitors	BCBC - Communities					
	Implement the Tourism Strategy, Destination Action Plan and Events Strategy .	BCBC - Communities					
	Work to project a positive and consistent image of Bridgend	BCBC - Communities					
	Ensure the right facilities and supporting infrastructure is in place	BCBC - Communities					
	Bring out the hidden interest of the County and make it easier for visitors to access a range of experiences	BCBC - Communities					
	Put in place the right mix and quality of visitor service and accommodation	BCBC - Communities					



For more information please contact:

Email: LSB@bridgend.gov.uk
Telephone: 01656 643213

