

**MINUTES OF A MEETING OF THE COUNCIL HELD IN COUNCIL CHAMBER, CIVIC OFFICES
ANGEL STREET BRIDGEND CF31 4WB ON WEDNESDAY, 20 MARCH 2019 AT 15:00**

Present

Councillor JR McCarthy – Chairperson

S Aspey	SE Baldwin	TH Beedle	JPD Blundell
MC Clarke	N Clarke	RJ Collins	HJ David
P Davies	PA Davies	DK Edwards	J Gebbie
RM Granville	DG Howells	A Hussain	RM James
B Jones	M Jones	MJ Kearns	DRW Lewis
JE Lewis	D Patel	RL Penhale- Thomas	AA Pucella
KL Rowlands	B Sedgebeer	RMI Shaw	CE Smith
SG Smith	JC Spanswick	RME Stirman	G Thomas
T Thomas	JH Tildesley MBE	E Venables	MC Voisey
LM Walters	KJ Watts	CA Webster	DBF White
A Williams	AJ Williams	HM Williams	JE Williams

Apologies for Absence

NA Burnett, SK Dendy, T Giffard, CA Green, DG Owen, JC Radcliffe, SR Vidal, PJ White and RE Young

Officers:

Susan Cooper	Corporate Director - Social Services & Wellbeing
Jackie Davies	Head of Adult Social Care
Deborah Exton	Group Manager - Finance
Mark Galvin	Senior Democratic Services Officer - Committees
Gill Lewis	Interim Head of Finance and Section 151 Officer
Zak Shell	Head of Neighbourhood Services
Gaynor Thomas	School Programme Manager
Kelly Watson	Head of Legal & Regulatory Services

287. DECLARATIONS OF INTEREST

The following declarations of interest were made. Those Members who declared a prejudicial interest, left the meeting whilst the items they so declared in were being considered:-

Councillor D Lewis – Agenda item 6. Personal interest as a Member of the Public Service Board Scrutiny Panel.

Councillor B Jones – Agenda item 10. Personal interest due to his brother receiving Council Tax Discount on an empty property.

Councillor S Baldwin – Agenda item 6. Personal interest as a Member of the Public Service Asset Board.

Councillor JC Spanswick – Agenda item 6. Personal interest as a Member of the Public Service Board Scrutiny Panel. Agenda item 8. Prejudicial interest as family members are employed by the Council.

Councillor DBF White – Agenda item 8. Prejudicial interest due as his wife works for the Council. Agenda item 6. Personal interest as a Member of the Local Community Health Board.

Agenda item 10. Personal interest due to him having a close relative who is an SEN Register Officer.

Councillor JP Blundell – Agenda item 6. Personal interest as a Member of the Public Service Board Overview and Scrutiny Panel.

Councillor R Shaw – Agenda item 6. Personal interest as a Member of the Public Service Board Overview and Scrutiny Panel.

Councillor T Thomas – Agenda item 6. Personal interest as a Member of the Public Service Board Overview and Scrutiny Panel.

Councillor T Beedle – Agenda item 6. Personal interest as a Member of the Public Service Board Overview and Scrutiny Panel.

Councillor RM James – Agenda item 8. Prejudicial interest as a family member is an employee of BCBC.

Councillor J Gebbie – Agenda item 8. Prejudicial interest as a Member of the National Joint Council negotiating body.

The Monitoring Officer advised Members that all Officers in attendance would be retiring from the meeting for Agenda Item 8., due to the fact that they had a direct interest in this item as it was in relation to the Council's Pay Policy. The only employees who would remain in the Council Chamber, would be the Senior Democratic Services Officer – Committees to take the Minutes and the Group Manager – Human Resources and Organisational Development who would be presenting the report.

288. APPROVAL OF MINUTES

RESOLVED: That the Minutes of a meeting of Council dated 20 February 2019 be approved as a true and accurate record.

289. TO RECEIVE ANNOUNCEMENTS FROM:

Mayor

Since the last Council meeting the Mayor announced that he and his Consort have had a fairly quiet time. They had carried out 11 official engagements, which had been very varied and very enjoyable, and he especially would like especially to mention the following.

They were delighted to attend the re-opening of the Nantymoel Boys and Girls Club. The club has recently been refurbished and is now a community hub providing great facilities for the local community. It was great meeting particularly for all the people who have worked so hard to make it happen.

Last week they had attended the High Sheriff's Youth Community awards, and they were especially proud that there were 3 winners from Bridgend. The MPTC were recognised for their community fundraising, Heronsbridge School were awarded the Duke of Edinburgh Group Award for their continued achievements and The Zone in Bridgend were commended for their youth work.

Earlier this month the Mayor and his consort were invited to meet with 3 school councils, Corneli Primary, Afon y Felin and Ysgol yr Sger. The children questioned them about their roles and it was fun but challenging. They found out what the young people feel are concerned about and heartening to see them so engaged.

Details of all recent events the Mayor had recently attended are outlined hereunder:-

- Nantymoel opening of boys and Girls club;
- Lord Mayor of Cardiff St David's day service;
- Porthcawl Life boat fund raising;
- Mini Olympage games Ogmere vale.
- Mulligan Community sensory rooms opening;
- Cawl a Chan Pencoed Choir;
- re-opening of Pyle library;
- High Sheriff Youth Community awards;
- Meeting 3 School Corneli Primary school;
- Neath Port Talbot Mayor's Charity dinner.

Deputy Leader

The Deputy Leader began by congratulating the pupils of Cwmfelin Primary School for generating the winning poster in a competition organised as part of the Bridgend Food Waste Mission.

This initiative has so far educated more than 3,000 local pupils from 39 primary schools on how food waste can be recycled and converted into electricity.

Each pupil was invited to design and submit a poster explaining the many benefits of food waste recycling, and Cwmfelin came up with the winning idea.

This design will now go on prominent display when it is added to the sides of recycling vehicles across the county borough, while Cwmfelin pupils will be treated to a tour of the Agrivert Plant at Stormy Down to see the process in action.

Our Financial Advice and Support Service team recently hosted an open event at Bridgend Citizens Advice in the town centre

It included representatives from a wide range of organisations including BAVO, the MC Hub, Communities for Work, the Bridgend Coalition of Disabled People, Hafod, the Zone and more.

There was a great response and they engaged with more than 150 people, several of whom popped in after hearing about the event from others in the town centre.

It generated a number of referrals, all of which have been followed up, and he was really pleased to see the participating organisations coming together to work in partnership, share good practice and support local people.

Finally, the Deputy Leader announced that he was shocked to learn that between April and September last year, cyber crime saw more than £34 million stolen from UK residents and businesses.

With £190,000 stolen every day during that same period in Wales, cyber-crime is on the rise and poses a very real and modern threat.

That's why he was so pleased to see that the Regional Organised Crime Unit will be bringing its Wales Cyber Safety Bus Tour to Bridgend town centre this Friday.

The bus will set up stall in Dunraven Place between 12 noon and 8pm. It is free to visit, and will offer individuals and businesses alike expert advice on how to avoid scammers and stay safe online.

This is of course of great benefit for local people, and he hoped that members would let their constituents know about this event.

Cabinet Member – Well-Being and Future Generations

The Cabinet Member – Well-being and Future Generations confirmed that she had some fantastic news to share with Members.

UK leisure industry quality assessor Quest, has presented Bridgend County Borough Council and Halo Leisure with first place in its 'Active Communities' award category for our work.

This means that services which encourage people to live healthier and more active lives in Bridgend have been officially recognised as being the best in the UK.

The Council and Halo also received an 'excellent' rating in recognition of the high-quality overall service offered by their successful partnership.

This is one of seven ratings used by Quest when measuring the effectiveness of leisure facilities and sports management teams.

Quest's assessors looked at a range of factors which included how disabled people are supported, how we encourage inactive people to become active, our engagement with children and young people, our approach to financial management and business development, the exercise referral programme, older people engagement rates, and more.

With Quest accreditation in place at each of our leisure centres and swimming pools, the award also reflects initiatives such as our Family Active Zones and OlympAge sessions which look towards wider participation than just helping regular gym goers to get fitter.

Visits to our leisure centres and swimming pools have increased significantly since the Council and Halo first went into partnership together seven years ago, local people have really embraced the national drive to lead healthier, more active lifestyles.

The award acknowledges not only our partnership way of working, but also the work undertaken by local schools, clubs and community organisations as well.

The Cabinet Member was sure that all Members will agree that to be officially recognised as being the best in the UK is a fantastic achievement.

She wished to thank and congratulate everyone who has helped make it such a huge success.

The Cabinet Member – Well-being and Future Generations also wanted to remind Members that a free pop-up business school will be held at Bridgend Life Centre all next week.

It is designed to provide participants with the knowledge and tools needed to start their own business, and is open to anyone with an interest in business.

A number of subjects will be on offer every day which will range from how to start a business, how to create an effective website, how to find customers online and much more.

The week is being organised alongside Employability Bridgend and Halo and will take place at the Bridgend Life Centre between Monday 25 to Friday 29 March, 10am to 3pm each day.

Participants will need to book places in advance, and this can be done by visiting Pop Up Business School Dot Co Dot UK. The website also offers full information about each of the day's topics and activities.

Last time we organised this event it was a highly successful event and drew a lot of interest and she sure that it would prove to be of great interest again next week.

Finally, the Council marked World Social Work Day yesterday with an in-house event.

The event looked at how our social care staff can help to bring generations together, help older people stay in touch with their families, and help children looked-after to plan for their future by understanding their past.

Based around the theme of 'The Importance of Human Relationships', the event showcased intergenerational practice and considered a new tool called 'The Book Of You' which uses reminiscence therapy such as creating a life story using words, pictures, music and film.

Staff explored "Life Journey Work" for children, which supports them in making sense of their situation, accepting it and moving forward. Staff also studied how the prevention and wellbeing service can bring people together within communities to maintain and form relationships.

Staff have stated that they felt it was a highly useful and insightful event, one which will now be incorporated into the work they do and reflected upon.

Cabinet Member - Regeneration and Education

The Cabinet Member – Regeneration and Education was sure that Members would join him in congratulating eleven year old Litchard Primary pupil Hollie Evans and her mum, Hayley.

Thanks to their efforts, Litchard Primary now features the work of internationally renowned street artist, James Ame.

Working under the name 'Ame 72', the artist specialises in painting works of art featuring Lego figures. He made headlines recently when three of his creations recently appeared in Port Talbot to join the town's famous Banksy graffiti art.

This time, he has provided a colourful tribute in support of Hollie's efforts to raise positive awareness of Down's Syndrome, and visitors to Litchard Primary will be surprised to see a Lego figure with a heart-shaped balloon painted on one of the school walls.

Hollie is a truly inspirational little girl, and a credit to the school, her family and the community. In 2014, she donated eighteen inches of her hair to the Little Princess Trust, which supports young cancer sufferers undergoing treatment.

For the last few years, Hollie and her sister Poppie have also collected hundreds of Easter eggs which they donate to poorly children at the Princess of Wales Hospital and the Noah's Ark children's Hospital for Wales.

He was delighted then, that Hollie's kindness will be recognised on Friday when she receives a well-earned Mayor's Citizenship Award. Together with the artwork at Litchard Primary, this will be a fitting tribute to her kind nature and a fantastic example to others.

The Council's partnership with Awen Cultural Trust witnessed another development last week with the re-opening of a new-look Pyle Library following a £100,000 refurbishment.

The renovation, which was jointly funded using a Transformation Capital Grant from the Museums, Archives and Libraries Division of Welsh Government, has enabled the library to become a larger, lighter, more flexible space with easier access for visitors.

At the same time, Awen has announced that it will no longer charge fines for overdue library books after 1 April as part of an initiative which seeks to encourage more people to use the library service, and to rediscover the benefits of reading and learning.

Members may be interested in a forthcoming digital resource which helps children to learn about and understand local biodiversity in the county borough.

Conservation grazing in areas such as Kenfig National Nature Reserve helps to control aggressive and invasive plants while establishing habitats for pollinators, ground nesting birds, butterflies and other species.

This is being explained as part of a new 'Digital Shepherd' resource which promotes ways of dealing with eco-system decline while encouraging people to act more responsibly around livestock.

The 'Digital Shepherd' resource website can be found at the Bridgend Reach website if members would like to learn more about it.

Finally, the Council recently received some very good news from Welsh Government concerning budget pressures posed by school maintenance issues.

With more than £40 million pounds of capital funding set to be shared between Councils for the purpose of addressing schools that are in a poor state of condition, Welsh Government has confirmed that local authorities will also be able to prioritise where and how this money will be spent.

This is quite different to the terms of last year's grant, and he was pleased that it is going to support the work undertaken as part of the 21st Century Schools Programme.

With Band B of the programme due to start next year, Welsh Government has indicated that it wants to forge closer working links with the Welsh Local Government Association (WLGA) and provide further support for the longer-term maintenance of schools across Wales.

The WLGA has been lobbying on this issue for some time, so this is excellent news upon which he would bring more details soon.

Corporate Director – Social Services and Wellbeing

The Corporate Director – Social Services and Wellbeing was sure that Members will have already noted the recent report to Cabinet and the Interim Chief Executive's internal update to staff on where we are with our preparations for Brexit.

She didn't wish to summarise them again, but appealed to Members as elected representatives to help BCBC to promote two very important messages within our local communities.

The first is that the Home Office's EU Settlement Scheme is now open, and any non-UK EU citizens who want to continue to live and work in Wales will need to register for settled or pre-settled status.

The application process is simple to complete and includes a range of options which you can read about at the www.gov.uk website.

As regards any Council employees who may be affected by this, we were offering support and guidance to help them complete the process.

The second message concerns local businesses.

Minister for Economy and Transport, Ken Skates, has contacted all local authorities to stress the importance of helping businesses make adequate preparations for the possibility of a no-deal Brexit.

We have been working with businesses based within Bridgend County Borough for some time on this, but there is always the possibility of a small enterprise or a solo trader whom may not be in contact with either the Council or Bridgend Business Forum.

She asked Members to consider if they can think of any individual or business based within their wards who may fit this bill.

If so, she asked them to encourage these to contact the authority as soon as possible for our expert advice and guidance.

They can also visit a 'Brexit Portal' and complete a self-assessment on the Business Wales website, which will help them understand just how prepared they are for Brexit.

Business Wales is also organising workshops designed to help businesses and traders get ready for Brexit, and offers a specialist helpline.

All of this and more can be found at www.businesswales.gov.wales she concluded.

290. TO RECEIVE THE REPORT OF THE LEADER

The Leader reported that he hoped Members saw the recent announcement that an integrated transport hub is planned at Pyle as part of a £50m investment by the Cardiff Capital Region City Deal in Metro Plus projects across South East Wales.

The programme is designed to create 'interchanges' incorporating all modes of transport which can act as key hubs for using new and extended metro networks to access work, training, education, culture, retail and leisure throughout the region.

Given that almost 119,000 journeys were made from Pyle station in 2016-17 – a total increase of 35 per cent 2012-13 – this was fantastic news, and it is going to be of major benefit for the communities it serves, which include Pyle, Cornelly, Kenfig Hill, Porthcawl and Cefn Cribwr.

The proposed investment is significant, with a £3m new park-and-ride development, space for around 75 cars, charging points for electric vehicles, cycle parking bays, enhanced links with Village Farm Industrial Estate, and much more.

As Chair of the South East Wales Regional Transport Authority, the Leader was delighted to announce the proposal and he looked forward to seeing the project develop further.

Our support for Bridgend Ford was ongoing, and he recently paid a visit to the plant alongside our members of Parliament, Madeleine Moon and Chris Elmore.

They were very impressed by the high levels of workforce ingenuity present within the plant which make the Dragon line Fords most productive in the world, and how the plant also has a world class R & D Department on site.

Demonstrating such added value can only help bring greater confidence in the plant's future and we were keen to support and encourage such innovation.

As a result of the visit, we were able to link Ford to our own trailblazing energy systems catapult project, and have involved a project manager from the University of South Wales who is responsible for smart energy storage solutions.

In addition, we have also put Ford in touch with Innovate UK, a national public organisation which helps businesses to deliver economic growth through research and development, as well as the Cardiff Capital Region City Deal's challenge fund for new development.

These proposals are progressing, and Innovate UK is due to visit the plant very soon. We are all awaiting the outcome, and he would bring Members further news as this developed.

Finally, the Leader wished to briefly update Members about our recruit of a permanent Chief Executive for BCBC.

We have worked together with Solace to prepare the recruitment and advertisement, and the post is now live.

The deadline for the receipt of applications is 8th April, and potential candidates will be invited to attend an assessment centre on 30th April.

Final interviews by all Members in Council will take place on 1st May, following which a successful candidate will be selected and announced.

The Leader assured Members that he would keep them updated on the recruitment process.

291. HEALTH BOARD BOUNDARY CHANGE – UPDATE

The Corporate Director – Social Services and Wellbeing presented a report, that provided an update to Council in relation to the current situation with regards to the Health Boundary change in April 2019, in order to ensure that Members are aware of the work that has and continues to be undertaken in readiness for the health boundary realignment from Abertawe Bro Morgannwg University (ABMU) Health Board to Cwm Taf University Health Board.

By way of background information, she advised that on 13 December 2017, Welsh Government commenced a consultation entitled 'Effective Partnership Working in Bridgend, Proposed Health Board Boundary Change to align decision-making across Health and Local Government'. The consultation closed on the 7th March 2018.

The consultation sought views on a proposal that healthcare services for people in the area of Bridgend County Borough Council (BCBC) should be provided by Cwm Taf University Health Board (Cwm Taf) instead of Abertawe Bro Morgannwg University Health Board (ABMU) to align decision-making across health and local government.

The Corporate Director – Social Services and Wellbeing confirmed that as from 1 April 2019, Abertawe Bro Morgannwg University Health Board will be known as Swansea Bay University Health Board and the Western Bay region will be known as West Glamorgan region. Similarly, Cwm Taf University Health Board will be known as Cwm Taf Morgannwg University Health Board and the Cwm Taf region will be known as Cwm Taf Morgannwg region.

She added that from a local authority perspective, whilst the disruption to general services may not be as significant as that experienced by the Health Boards, the boundary changes impact on a number of BCBC services. BCBC has been a crucial partner to the Western Bay Health and Social Care Regional Programme and therefore, from a local authority perspective,

critical work has been undertaken to protect Bridgend services during this potentially disruptive time and to secure continuity in the Cwm Taf Morgannwg region after the 1st April 2019. Therefore, it has been essential that BCBC adopt a structured approach to the disaggregation of regional services which has required close working with a range of partners to ensure that where regional funding supports integrated services, such services are accounted for between Western Bay, ABMU Health Board and BCBC.

The Corporate Director – Social Services and Wellbeing then advised that in planning for the changes to regional boundaries, a Transition Programme was established which includes at various levels, Officers from the two Health Boards, BCBC and the third sector. The governance structure was attached at Appendix 1 to the report and this showed the overarching Boards plus the work streams that support the Transition Programme.

The report then confirmed, that most of what impacts on BCBC is included in the Partnership Work Stream. This had been chaired by herself and also comprised Officers from the other key partners involved in the new arrangement.

A set of Principles were agreed by all partners at the onset, to underpin the work of the Transition Programme and form the basis by which all partners would hold themselves and each other to account, for successful delivery of the required changes. Appendix 2 to the report included these Principles and the Partnership Work Stream has its own set of principles which are based on this.

The next sections of the report included further information on Third Sector arrangements, Workforce issues, Estates and Finance.

In respect of the latter, the Corporate Director – Social Services and Wellbeing confirmed that Western Bay currently receives various regional revenue grants from Welsh Government on an annual basis such as integrated Care Funding (ICF) and Substance Misuse Action Funding (SMAF). These grants are allocated via the Health Boards but the criteria is clear that they have to be approved by the regional partnership arrangements. These regional grants have been disaggregated to separate out the Bridgend locality apportionment which would then go to the Cwm Taf Morgannwg region in time for the new financial year 2019/20.

The Partnership Work Stream has worked to ensure that the disaggregation of grants is done in a fair, open and transparent manner and agreement has been sought from the two Regional Partnership Boards to this end. The table in paragraph 4.17 of the report, showed the breakdown of grants and disaggregated amounts for the Bridgend locality.

She further added, that Welsh Government had made available an additional £30m of ICF revenue funding across Wales in 2019/20. It was estimated that this will equate to approximately £1.3m for the Bridgend locality. Also, ICF Capital allocations for Bridgend transferring from Western Bay to Cwm Taf had been identified as £1.5m for 2019/20 and £1.8m for 2020/21.

The next part of the report outlined the Services in Scope and these were shown in paragraph 4.21, with an extract (in table form) of the schedule setting out the services so referred to there in paragraph 4.22 (of the report).

Paragraphs 4.23 to 4.29 of the report then described in more detail the Regional Partnership Arrangements. The Corporate Director – Social Services and Wellbeing added that a Regional Partnership Shadow Board had been established and from April 2019 and thereafter, BCBC would be a member of the full Board.

The Corporate Director – Social Services and Wellbeing then advised of the roles of the supporting bodies of the Public Service Board (PSB) and the Cwm Taf Health Board of which the Cabinet Member – Social Services and Early Help was an associate Member.

In conclusion, she then informed Council of the report's financial implications where there was a small amendment to that contained in the report, namely that the funding to support the transitional work streams had been secured to the value of £180k for 2018/19, made up of £100k from Welsh Government and £80k from all the Health Boards together.

She then introduced Allison Williams, Chief Executive Cwm Taf Health Authority, together with Maria Thomas Vice-Chair, and the former then gave an update from the Health Board's perspective, following which both she and the Corporate Director – Social Services and Wellbeing responded to Members questions.

RESOLVED: That Council noted the approach and progress made to date with regard to the Health Board Boundary change.

292. **SCHOOL MODERNISATION PROGRAMME - BAND B**

The Corporate Director – Education and Family Support and the Interim Head of Finance and Section 151 Officer submitted a joint report, that updated Council with regards to the Welsh Government (WG) change in the Mutual Investment Model (MIM) intervention rate for Band B; sought Council endorsement of the revised financial commitment required for the delivery of Band B of the School Modernisation Programme, and finally, to approve a change to the Capital Programme to reflect the updated commitment.

The Interim Head of Finance and Section 151 Officer confirmed that in 2010, Cabinet approved the recommended schemes included in each of the four bands of the School Modernisation Programme (A-D) which were subsequently detailed in Bridgend's 21st Century Schools Strategic Outline Programme (SOP). The SOP was submitted to WG in 2011 and ministerial 'approval in principle' was received, subject to the completion of the WG business case process.

A strategic review into the development and rationalisation of the curriculum and estate provision of primary, secondary and post-16 education undertaken in 2016 identified that there are revised Band B priorities from those identified within the 2010 SOP.

An updated SOP, which reflects the revised priorities, was submitted to WG in July 2017. Cabinet subsequently approved to discontinue the original Band B schemes identified in November 2010 and approved the revised list.

Paragraph 3.6 then outlined details of the schemes in question.

In December 2017, WG 'approval in principle' was received for Bridgend's second wave of investment, which at this stage has an estimated programme envelope cost of £68.2m.

In January 2018, Council approved in principle the financial commitment required for Band B of the School Modernisation Programme, subject to sufficient resources being identified and allocated to meet the match funding commitment.

The Interim Head of Finance and Section 151 Officer proceeded, by advising that in 2018 WG revised the approach to procuring MIM. A single Private Sector Delivery Partner (PSDP) would be procured to become the majority shareholder in a Welsh Education Partnership (WEP), with local authorities (LAs) and further education institutions (FEIs) together the participants; WG would hold the remaining shares. The WEP would be capable of delivering capital

schemes, with the exception of Band B projects. WG's review of MIM identified that special schools were now considered unsuitable for delivery under that funding arrangement.

In November 2018 Cabinet reconsidered the funding options for the programme determining that, having compared the likely cost to the local authority over a 30-year period, delivering Band B via a combined capital and MIM route would make best use of Council's financial resources.

She added that, after the November Cabinet decision and prior to Council's meeting, WG announced that they had reviewed their capital grant intervention rate, increasing the rate from 50% to 75% for special school and pupil referral unit schemes, and from 50% to 65% for all other schemes; WG advised that the MIM intervention rate would remain set at 75%.

In December 2018 Cabinet abandoned the decision made in November (as detailed in 3.11 of this report), and gave approval to pursue an option whereby all schools within Band B would be funded via capital grant, subject to sufficient resources being identified and allocated to meet the match-funding commitment. Council approval to amend the capital programme was subsequently received.

On 7 February 2019, WG advised that the Ministers of Education and Finance had made a change to the intervention rate for Band B MIM schemes. The revised MIM funding model will benefit from a 6% increase on the WG grant intervention rate ie from 75% to 81%.

The Interim Head of Finance and Section 151 Officer stated that in progressing Band B MIM, there was a requirement for WG to formalise the procurement of the PSDP and consequently, WG have asked LA's to confirm their commitment to Band B MIM by 31 March 2019.

The contract notice (which will be published via the Official Journal of the European Union), must stipulate the names of the LAs/FEIs that will be able to access partnering services. WG has indicated that beyond Band B it may be possible to deliver capital schemes (ie design and build projects) via the WEP.

WG has advised that they will fund the public sector share of working capital in the WEP and therefore they have indicated that they do not anticipate that there will be any cost or risk associated with being named in the contract notice or signing up to the SPA.

The Interim Head of Finance and Section 151 Officer added that notwithstanding the above, it was necessary for the Authority to be completely satisfied with WGs draft legal documentation in this regard. WG have been asked for sight of the documentation so that it can be reviewed, considered and approved from this Authority's perspective, prior to entering into such a commitment.

She then concluded her submission by referring Members to the report's financial implications, concluding that of the 4 funding Options shown in paragraph 8.1 (of the report), that Council considers pursuing Option 3 for the reasons detailed in the report.

Members then asked a number of questions and these were suitably responded to by Officers.

The Leader then concluded debate on this item, by advising that Council and Cabinet had a separate role to play when considering schemes that fall within the Capital Programme. Council's role was to approve funding for capital programme commitments, whilst Cabinet considered and approved the various schemes per se.

RESOLVED: (1) That Council gave approval in principle for the revised financial commitment for Option 3, as approved by Cabinet, required for Band B of the School Modernisation Programme. The

approval would be subject to sufficient resources being identified and allocated to meet the match funding commitment.

- (2) That Council further gave approval for the revised budget required in respect of Band B of the School Modernisation Programme to be incorporated into the capital programme.

293. PAY POLICY STATEMENT 2019/20

The Group Manager – Human Resources and Organisational Development presented a report, the purpose of which, was to seek Council approval for the Pay Policy Statement for 2019/20. This was in response to legislative requirements and to provide openness and accountability in relation to how the Council rewards its staff.

She advised that the Pay Policy Statement provides the framework for decision making on pay and in particular, decision making on senior pay.

The updated Pay Policy Statement was attached for Members consideration at Appendix A to the report. This was produced in accordance with the requirements of the Localism Act 2011, which requires all local authorities to develop and make public their policy on all aspects of Chief Officer remuneration.

Since the introduction on 1 April 2012, the Policy had developed to take account of relevant guidance, legislation and changes to the Council's senior management structure over recent years.

A Member felt that future such reports of this nature should be made available for Councillors to comment upon (should they feel the need to) further in advance to 3 clear working days prior to the Pay Policy Statement being presented to Council for formal approval.

RESOLVED: That Council approved the Pay Policy Statement 2019/20 detailed at Appendix A to the report.

294. INFORMATION REPORTS FOR NOTING

The Head of Legal and Regulatory Services submitted a report, the purpose of which, was to inform Council of the Information Report for noting which had been published since its last scheduled meeting.

The Information Report in question, was detailed in paragraph 4.1 of the report and was entitled 'Related Party Transactions 2018-19 and Statement of Accounts.'

The Head of Legal and Regulatory Services confirmed that the forms in respect of the above had been tabled for Members today, in order that they could complete these and return them to the Finance Department (Nigel Smith) by no later than 12 April 2019.

RESOLVED: That Council acknowledged the publication of the document(s) listed in the report.

295. TO RECEIVE THE FOLLOWING QUESTIONS FROM:

Councillor C Webster to the Cabinet Member - Education and Regeneration

How does the Cabinet Member propose to reduce the number of children with Statements of Special Education Needs who are being excluded from school?

Response by the Cabinet Member – Education and Regeneration

BRIDGEND EXCLUSIONS RECEIVED BY STATEMENTED CHILDREN

Academic year	Number of Permanent Exclusions	Number of FTEs	% of total number of Bridgend FTEs	Number of Days lost to FTEs	% of total number of days lost to FTEs in relation to all Bridgend FTEs
2014-15	0	80	11.4%	228.5	12.3%
2015-16	1	85	11.1%	234.5	13.1%
2016-17	0	56	7.2%	152.5	7.7%
2017-18	0	96	13.4%	277.5	15.9%

It can be noted from the table that there has been only one permanent exclusion for a statemented pupil between 2014 and 2018. Whilst there is no comparable national data available this is believed to be a positive reflection on both schools and the local authority.

It can be seen that both the number and percentage of fixed-term exclusions has fluctuated over the same period. The Education and Family support Department recognises that there has been an increase in high-tariff behaviours for younger children and has responded to this by developing additional foundation phase provision at The Bridge Alternative Provision. This affords the opportunity to intervene at an early stage and facilitate where appropriate reintegration back into school. In addition, it has also been recognised that a small number of children who have presented with extremely challenging behaviour and their needs are different to the usual Ysgol Bryn Castell profile. There is a review of provision planned for summer term 2019.

As a result of the recent Inclusion restructure, the statutory role of the Principal Educational Psychologist has been strengthened. This role is now focused upon the line-management of the Educational Psychology Service and does not involve the line-management of other services within the Inclusion Service.

One of the strategic priorities of the Education and Family Support Directorate is to develop a pan-Directorate focus on the early identification of an individual's needs to facilitate more effective graduated response procedures and outcomes. The Self-Evaluation Report for the Education and Family Support Directorate 2018-2019 provides a range of evidence in support of this activity.

As a result of the educated other than at school (EOTAS) review, in March 2018, an access to education panel was established. This ensures that pupil's needs are addressed in a timely way. As part of this review, protocols such as managed moves and tuition have been reviewed. The recommendations from the EOTAS review will be fully implemented during 2019-2020.

To compliment the access to education panel, a team around the school model is in place in nearly all secondary schools where the graduated response from a range of teams is explored. This model is being strengthened further with the introduction of primary head teachers to support the transition of pupils from primary schools with a focus on early identification of needs.

At the end of 2017, the local authority carried out a review of the way in which vulnerable learners were supported by the local authority. The aim was to develop a more unified and coordinated service that would streamline support and make managing these areas safer, more effective and provide a more timely response to identified needs. The review resulting in

the creation of a Vulnerable Groups Team which became fully operational in June 2018. A review of fixed-term exclusions which includes those with statements of special education need has been noted as an area for development in the Education and Family support Self-evaluation 2019-2020.

Another strategic priority is to establish a shared outcomes-focussed vision for the Directorate. All operational teams within the Education and Family Support Directorate have created their own 'operational roadmaps' which illustrate the 'golden thread' between key national, regional and local priorities and delivery objectives. Elected members will be involved in this process during autumn term 2019.

As a result of the ALNET Act, changes to the statementing process will be implemented. The local authority is preparing for the implementation of the Individual Development Plan (IDP) system as part of the ALN Transformation Plan which is monitored on a monthly basis at the Transformation Board. As part of the implementation process all children and young people who currently have a statement will be considered in the first instance, in relation to the movement to an IDP. The local authority will continue to apply the same rigorous monitoring to the IDP process as part of its statutory responsibility.

Supplementary question by Councillor C Webster

Thank you to Education Officers for supplying the information in response to my question.

- a. At the PLASC census in January 2018, there were 379 children with Statements of Special Educational Need (SEN).
- b. 32 pupils with a Statement of SEN were excluded.
- c. 16 pupils with a Statement of SEN were excluded on more than one occasion.

This does not include children on School Action +.

I have been in contact with several parents with children across the Borough with Statements of SEN, and those on School Action + who are reporting similar issues, that their children's behaviour, which is as a direct result of their disability, is not being appropriately managed, an example being not having sufficient support at break times when a lot of incidents happen, behaviour management which isn't appropriate to the child's disability or the school in which they are in.

What is the Cabinet Member doing to ensure these children have the reasonable adjustments that they need so they do not miss their education, are able to attend school as non-attendance impacts the whole family's well being?

Response by the Cabinet Member – Education and Regeneration

You can ask the Families Contact Service for information relating to the above including individual cases. If you copy me into this message, I will monitor the situation and ensure your response(s) is both followed-up and actioned.

Second supplementary question by Councillor P Davies

What extra support provision or plans (if any) has been put in place at Heronsbridge School, in the short term and long term to better support the young people who attend Heronsbridge (School)

Response by the Cabinet Member – Education and Regeneration

As Members may be aware, the demand for the type of provision provided at Heronsbridge School is growing, and our medium term ambition is a new modernised special school as part of wider Band B proposals. The mezzanine on the upper floor at Heronsbridge has provided such additional provision and afforded the opportunity for the school to utilise other space there for pupils, including older pupils (to support their particular individual needs). Harwood House in the grounds of Heronsbridge also provides living space for persons with ALN, he added.

Third supplementary question by Councillor S Baldwin

Looking outside Heronsbridge, what other developments and provision are there for individuals with Special Educational Needs (SEN) within the County Borough.

Response by the Cabinet Member – Education and Regeneration

There are Observation classes/Specialised units in various schools within the County Borough that support young people with SEN, with recent investments, including the following:-

- Ysgol Bryn Castell – ASD classes (x 2), plus 3 additional classes in 2018/19 to support an increase in pupil numbers there (cost of over £400k)
- Autistic Spectrum Disorder Learning Resource Centres – In both English and Welsh medium schools in 2018/19 to meet the full year effect. New ASD LRC's opened in YGG Llangynwyd, Pencoed Primary and YGG Calon Y Cymoedd, due to open in September 2019. (£314k)
- Moderate Learning/Difficulties Learning Resource Centres (MLD/LRC's) – Allocated to Primary and Secondary Schools via their delegated budgets (£320k). To primary schools on the basis of classes and to secondary schools on the basis of places

Councillor T Giffard to the Leader

As a participant and major investor in the Cardiff Capital Region City Deal, could the Leader outline the projects secured so far that will directly benefit the people of Bridgend County Borough?

Response by the Leader

The CCR Deal was formally signed on March 1st 2017 and all 10 Local authorities in South East Wales supported it and signed up to it, including this one. The Deal is a £ 1.2 billion deal to unlock significant economic growth across the Cardiff Capital Region. Specifically the Deal seeks to improve productivity, tackle worklessness, build on foundations of innovation, invest in physical and digital infrastructure, provide support for business and ensure that economic benefits are felt across the region.

The ten partnering councils approved the Cardiff Capital Region City Deal [CRCD] Wider Investment Fund [WIF] totalling £495 million, consisting of £375 million grant from UK Government over the next 20 years. The remaining £ 120 million will be contributed by the 10 partnering councils based on their respective population base and is currently modelled as being 100% capital in nature. The Bridgend contribution is £11 million.

We are at this stage only 2 years into what is a long term programme of investment, it is therefore still early days. In May 2017 the Regional Cabinet agreed to invest a £ 38.5 million loan to support the development of a compound semiconductor cluster in the region. IQE Ltd has moved into the former LG plant in Newport. Importantly one of the key things in terms of this investment is the reach of IQE not just in terms of direct employees that live throughout

the 10 partnering local authorities and also the opportunity for new well paid jobs, but also with regard to the companies they work with and their supply chains across the region. Additionally high quality, high paid jobs in the region in a high tech industry mean that Bridgend College is also supporting the cluster in terms of helping to deliver the skills and training that is so important to the industry.

More recently the Leader was delighted to announce that a direct investment in the County Borough is planned as part of the Metro Plus proposals. Metro Plus provides the potential to develop a whole programme of activity that contributes to, complements and enhances Metro and mobility delivery in the region. It is a joint project with Welsh Government designed to enhance connectivity for the whole region, supporting the rapid implementation of a series of more localised measures, which will help to deliver sustainable economic development, by connecting people, communities and business to employment, services, facilities and markets through reliable, resilient infrastructure.

In Bridgend County Borough the proposed scheme is the implementation of a park and ride facility at Pyle railway station as part of the development of an integrated transport hub that also serves the local communities of Porthcawl, Kenfig Hill, Cefn Cribwr and Cornelly. The proposed £3 million facility will include space for approximately 75 cars as well as electric vehicle charging facilities, cycle parking bays, enhanced links with the growing Village Farm Industrial Estate and active travel improvements. Most recent figures for Pyle station usage from 2016/17 show that 118,910 journeys were made from the station, an increase of 35% from the levels recorded in 2011/12.

The Leader was proud that Bridgend County Borough was part of the Cardiff Capital Region City Deal, and he was looking forward to the further benefits and projects that will be delivered across the region over the next 10 years. The recently published Industrial and Economic plan for the region, developed by Industry, highlight the areas of potential growth and competitive advantage for the region, including in areas such as Bio Tech and Energy, and I am clear that Bridgend is well placed to take advantage of these emerging opportunities moving forward.

Supplementary question by Councillor T Giffard

Thank you for your response, and the additional update in your report earlier. However, the perception by residents across Bridgend is that we are giving Cardiff lots of money which could be spent on local services here in Bridgend. I am sure that is not the case, so, if it isn't, what is the Leader going to do to make sure people better understand the jobs and investment opportunities that the City Deal could bring?

Response by the Leader

The first project looking to be targeted in Bridgend would be in respect of improvements at Pyle railway station (as mentioned above) as part of Metro Plus and this would, first and foremost, benefit residents and the wider community of the Bridgend County Borough (particularly in the area of Pyle/Kenfig) as well as also others further afield. The Cardiff Capital Region City Deal is a £1.2 billion project and the outcomes from this would not be delivered overnight, given that it was over a 10 year term. It would also look to attract businesses to both Bridgend and the wider region, in order to promote regeneration and economic prosperity in the County Borough and other locations in South East Wales covered by the City Deal. There is no intention for the Cardiff Capital Region City Deal to target any one location more than another, including in the area of the capital city, it is more developing projects that have the greatest benefit over the long run to the entire region, as opposed to specifically concentrating on areas that make-up the ten participating Authorities of the City Deal.

Second supplementary question by Councillor J Gebbie

The improvements planned for Pyle railway station amount to a considerable overall investment. She hoped that this investment would result in a more regular services along this route, that would also result in trains stopping more frequently at Pyle, to pick up/drop off passengers both there and in the immediate neighbouring areas.

Response by the Leader

It is an ambition of BCBC to have more frequent train services (and pick up/drop off stops) at Pyle and other stations to the west of the County Borough so as to bridge the gap with similar services to the east, the authority will continue to make representations to Welsh Government and Transport for Wales.

Third supplementary question by Councillor R Penhale-Thomas

A handful of local authority leaders from South East Wales recently attended the MIPIM conference in Cannes, a real-estate and property exhibition, as part of marketing the Cardiff City Region deal. In concluding their visit, CCR's chair, Andrew Morgan, spoke of exciting new prospects having been involved in a number of discussions with interested parties. Can the Leader share with us what those prospects might be?

Response by the Leader

Not in any detail as yet, however, over 150 leads have been followed-up as a result of the above marketing exercise from various potential developers. We need to ensure we sell the Cardiff City Region Deal and the benefits of its potential projects to would-be investors, with the help from Welsh Government, in order to secure interest and the potential additional investment this will then bring both to Bridgend and the other areas included in the Cardiff City Region Deal.

Councillor T Thomas to the Cabinet Member - Social Services and Early Help

Will the relevant Cabinet Member outline what has been done to reduce rates of smoking in the County Borough for those who wish to give up?

Response by the Cabinet Member – Social Services and Early Help

See Appendix A attached to these Minutes.

Supplementary question by Councillor T Thomas

Are the council supportive of using E-cigarettes as a method to reduce tobacco smoking for those that wish to give up, as a support mechanism for health and to aid people?'

Response by the Cabinet Member – Wellbeing and Future Generations

We don't have a policy for anti-smoking but the Council are working on an Anti-Poverty Policy. As is stated above, smoking is a matter first and foremost for Public Health Wales, so I suggest you contact them further in this regard. The Executive however, do discourage smoking as it is detrimental to both people who do so and the wider public. The Corporate Director – Social Services and Wellbeing added that this was something that could be further considered through the Public Service Board. The Cabinet Member – Education and Regeneration further added, that any pupil caught smoking in schools was severely reprimanded, and if a teacher was caught they were similarly punished.

Councillor A Hussain to the Deputy Leader

40% of battery powered and 22% of main powered smoke alarms failed to activate in residential lines in England. An industry statistics show that more than a fifth never test their alarms and 1:10 householders is without a working smoke alarm altogether. In Wales the Welsh Fire and Rescue Services attended 8,271, an increase of 25% and in 3:10 dwelling fires between 2017 -18, no smoke alarm was installed. The Local Government Association (LGA), which represent over 370 councils and fire authorities in England and Wales, is urging householders to buy and regularly check that their smoke alarms are working. Do we know our failed smoke alarm statistic figures here in Bridgend County and what is our policy to keep our residents safe?

Response by the Deputy Leader

All BCBC residential, corporate and education properties have a fixed wiring alarm system installed to L1 standard (every room throughout the premises, including store rooms and attic voids). All systems are tested to BS5839-1:2017 standard. However, whilst the requirement is for a minimum of 2 inspections per year, we currently perform 4 with any defects highlighted repaired on the day when possible. If not, we have a protocol for alternate procedures deployed on site until any repairs are completed.

For 2018/19 we have no incidents recorded where a detector has failed to activate. This does not include domestic housing stock owned and maintained by Valleys to Coast (V2C).

Supplementary question by Councillor A Hussain

Many residents in my ward and in the Borough are without smoke alarms and we know they are proven life savers. They also need to be aware of the dangers of carbon monoxide, a highly poisonous gas that has no colour, taste or smell. Are there Fire and Rescue Services in the Borough who can help these residents and fit smoke and carbon monoxide detectors for free especially for those deserving and elderly as a part of home fire safety visit?

Response by the Deputy Leader

You need to consult the South Wales Fire Service on this, however, he added that he would endeavour to get this information himself and in turn, arrange for it to be circulated to all Members outside of the meeting. The Fire Service would also if asked, visit individual homes, and do a Health Check/Safety assessment, in order to establish if any smoke alarms and the like would be of considerable benefit at the property, from a health and safety perspective. A Member added, that under Building Control regulations, smoke and fire detectors were installed in all new homes as standard.

Councillor MC Voisey to the Cabinet Member - Communities

Would the Cabinet Member please advise Council, how many enforcement penalty notices have been issued, and the value, in the last 12 months for:

- Parking infringements
- Dog Fouling
- Litter and fly tipping
- Non-compliance waste collection regulations.

Response by the Cabinet Member - Communities

The requested figures for how many enforcement penalty notices have been issued in the last 12 months are set out below. A Fixed Penalty Notice is usually subject to a fine/payment of:

Dog Fouling, Litter and Fly Tipping	£100	
Parking Infringements:		

Car Park Overstay	£25 to £50	Lower amount for early payment of fine
Double Yellow Lines/ Disabled Bays	£35 to £70	Lower amount for early payment of fine

It will be noted that a number of penalty notices that are issued are subsequently cancelled, waived or not pursued. In the main for parking infringements this is due to successful appeals (887), and where the notice is 'written off' (468) for a variety of reasons such as errors, spoiled, no DVLA information, bailiffs unable to collect etc.

Similarly, a number of the notices with regard to fly tipping are also 'waived' because in many cases it is determined that despite being reported as 'fly tipping' the rubbish is in fact wrongly presented refuse in residential areas where it is better to engage with our waste education teams in the first instance to help find a way of improving waste presentation and increase recycling in a given area. Of course if non-compliance with the Council's waste policies continues to be a problem the Council reserves the right to issue fixed penalty notices in some circumstances.

Finally, there are no incidences of issuing fixed penalty notices over the last 12 months for littering and dog fouling. However, the Council has recently engaged an external partner to carry out enforcement of these matters on its behalf and so with that increase in resource we anticipate that the number of notices will increase in the next 12 month period.

From March 2018 to March 2019	Number Issued	Number Paid	Number Waived
Parking Infringements	8531	6225	1355
Dog Fouling	0	0	0
Litter	0	0	0
Fly Tipping	76	19	47
Non-compliance Waste Collection Regulations	11	1	10

Supplementary question by Councillor MC Voisey to the Cabinet Member – Communities

What is the Council planning to do to reduce dog fouling and other forms of littering, fly tipping etc? In support of his supplementary, he read out a letter from a young person from the Oldcastle area regarding dog fouling.

Response by the Deputy Leader/Head of Operations – Community Services

As from the end of April 2019, an Enforcement Team would be put in place as part of an agreed Contract, in order to strengthen the process of issuing fixed penalty notices to individuals who are caught depositing litter/allowing their dog to foul in a public place etc. The number of notices served on members of the public as shown in the response to the original question above in terms of those that were paid (in fines) and those that were waived don't correspond, due to the fact that some of these are still pending. As the Deputy Leader has advised, the new Contract in place from the end of April will hopefully lead to more Notices/fines being issued, which will in turn, hopefully lead also to the public becoming more aware of the penalties they will face, if they are found guilty of depositing various forms of litter

unlawfully. The Head of Operations – Community Services added that it was hoped that income from the serving of notices/receipt of fines will actually amount to sufficient resources to fund the Contract. A similar successful service had been put in place in the Vale of Glamorgan Council. Notices were not always issued if mitigation was given, ie a member of the public forget their blue badge and proved subsequently they were a blue badge holder, drivers proving they were authorised to park at a loading bay etc. Investment was also being made in educating the public to act more responsibly and not drop/deposit various types of litter, as opposed to just punishing perpetrators for doing so.

296. URGENT ITEMS

None.

297. EXCLUSION OF THE PUBLIC

RESOLVED:

That under Section 100A (4) of the Local Government Act 1972 as amended by the Local Government (Access to Information) (Variation) (Wales) Order 2007, the public be excluded from the meeting during consideration of the following item of business as it contained exempt information as defined in Paragraph 12 of Part 4 and Paragraph 21 of Part 5 of Schedule 12A of the Local Government Act 1972, as amended by the Local Government (Access to Information) (Variation) (Wales) Order 2007.

Following the application of the public interest test it was resolved that pursuant to the Act referred to above, to consider the under-mentioned item in private with the public being excluded from the meeting as it would involve the disclosure of exempt information as stated above.

298. REDUNDANCY AND EARLY RETIREMENT COSTS IN EXCESS OF £100,000

The meeting closed at 17:10

Response to Question for the Executive – Councillor Tim Thomas

Reducing smoking prevalence in Wales, in ABMU and in Bridgend is addressed through the Tobacco Control priorities as outlined by the Tobacco Control Delivery Plan for Wales 2017-20 (Welsh Government 2017). This comprises of three main areas:

- Supporting more smokers towards successfully quitting (smoking cessation)
- Implementing environmental measures to make non-smoking the norm across the population (smoke free environments)
- Preventing young people taking up tobacco use in the first place (smoking prevention)

1. Smoking Cessation

To support smokers that are motivated and want to quit the most effective method is to use NHS commissioned cessation services that offer evidence based behavioural support combined with appropriate medication/nicotine replacement therapy. The success rate from such provision is 4 times greater than from an unaided quit attempt.

'Help me Quit' is the brand for smoking cessation services in Wales. Smokers can access the service by self referral or professional referral:

Smokers' referral choices:

- Requesting a call-back online: www.helpmequit.wales/quit-now
- Calling Help Me Quit directly: 0800 085 2219
- Texting: HMQ to 80818

Professional referral choices:

- Using existing referral routes
- Using the professional referral page on the Help Me Quit website: www.helpmequit.wales/professional-referrer
- Calling on the client's behalf: 0800 085 2219

The smoker will speak to a member of the Help me Quit call centre, who will have a choice conversation on the range of services provided in different settings, and what would be best suited to the needs of smoker, in order to provide them with the best chance of succeeding.

Smokers in the Bridgend area are able to access a range of Help me Quit stop smoking service providers operating across the current ABM footprint:

- ABMU hospital smoking cessation service
- Community pharmacy stop smoking services
- Stop Smoking Wales

Support is offered on a one to one basis, in a group setting, or by telephone support

Help Me Quit Service Providers in Bridgend

- Community Pharmacy Level 3 smoking cessation Service:
 - 12 week service
 - Nicotine Replacement Therapy and Behavioural support
 - Carried out by a registered technician or Pharmacist
 - 24 out of the 33 pharmacies in Bridgend are commissioned to deliver the level 3 service.
- Stop Smoking Wales:
 - Group Sessions in community settings
 - Telephone support available

- One to one sessions
- Sessions currently operate across Bridgend in the following locations and times:
 - Oak Tree Surgery – Thursday afternoon
 - Querella Road Surgery – Thursday evening clinic
 - Maesteg Sprots Centre – Saturday morning clinic
 - Bron Y Garn Surgery – Friday morning
 - Tyn Y coed Surgery – Tuesday afternoon
 - Riversdale Surgery – Wednesday morning
 - Woodlands Surgery – Wednesday afternoon
 - Llyfi Surgery – Wednesday afternoon
 - Pencoed Surgery – Thursday morning
- ABMU Health Board Hospital Smoking Cessation Service:
 - Singleton Hospital
 - Morriston Hospital
 - Neath Port Talbot Hospital
 - Princess of Wales Hospital
 - Service available for in- patients, outpatients and staff

2. Additional work undertaken in Bridgend to support people to quit and promote Help Me Quit

Branding and marketing:

- National HMQ campaign that covers Bridgend area - including:
 - Bilingual TV bursts in May / October and January
 - Video on Demand
 - Digital advertising – FB/ Instagram / Global Search Network / InRead video / You Tube
 - Out of home bursts of advertising – train (May / Oct / Jan / Feb) and bus interiors (May)
 - YouTube targeted campaigning
 - Pharmacy bags produced for selected communities pharmacies situated in areas with a high prevalence of smoking.
- HMQ marketing material and communication pack widely circulated to relevant local partners
- Work undertaken on marketing the HMQ brand with ABMU communication team
- All GPs, dentists, opticians, pharmacies in the Bridgend area have received Help Me Quit resources (i.e. posters, leaflets & cards)
- Primary and secondary care are promoting HMQ to patients using HMQ publicity materials
- HMQ marketing material and communication pack promoted to Bridgend primary schools and parents as part of smoke free gates initiative
- Promotion of HMQ as part of continued roll out of the Making Every Contact Count (MECC) Programme: e-learning, training in Health Board and with partner organisations

Primary care

- Primary Care Clusters have action in their cluster plans to decrease the smoking prevalence of their populations, including:

- Increase referral to Help Me Quit
- Hold HMQ clinics in practice
- Promote campaigns
- A cardio-vascular disease (CVD) risk assessment project in Bridgend North Cluster is referring to HMQ. All smokers are offered a referral to smoking cessation services and 70 patients have taken up the referral between August 2017 and March 2018. This is 7.6% of all CVD risk assessment tests completed.

Workplaces

- Focussed work through place based settings including work places and large employers via Healthy Working Wales
- Engagement events at Bridgend Estate Engagement Project (BEEP)
- Links with SONY Bridgend to be explored

3. Smoke free environments

In addition to smoking cessation activity, the health board and its partners are taking collective action to reduce the uptake of smoking and further de-normalise smoking through developing and enforcing smoke-free environments, for example Smoke free hospitals (including Princess of Wales). **The Smoke free school gates initiative has been implemented all Bridgend primary and secondary schools**

4. Prevention

Schools are key settings for public health. The Welsh Network of Healthy Schools Scheme has since its inception, developed strong relationships and influence within schools. The scheme covers primary and secondary schools and a pre-school component was introduced in 2011. **The ABM Healthy Schools Team, co-ordinates delivery of the programme locally to all Bridgend schools, working collaboratively with Bridgend County Borough Council Education Department and county schools**

Work to address tobacco with the schools and council has included:

- **Smoke free school gates initiative across all Bridgend primary schools**
- **Bridgend Comprehensive schools smoke free school gates launched March 2019**
- **Dissemination of tobacco control resources to primary schools**
- **Training on tobacco control for comprehensive school teachers**
- **Delivery of the Just B prevention programme to 4 targeted comprehensive schools in Bridgend (scheme inclusion criteria)**
- **Delivery of Police core programme**
- Inclusion of tobacco control information within Healthy Schools newsletters
- Encouraging schools to share messages via their social media platforms and other communication mechanisms

Appendix

1. Smoking Prevalence

The most recent data from the National Survey for Wales 2017/18 estimates that 20.2% of Bridgend's population (aged 16+) smoke. This is slightly higher than the Wales average of 19%. Figure 1 provides the latest smoking prevalence for Bridgend County and other

constituent counties within the current Abertawe Bro Morgannwg University Health Board area (currently comprising Bridgend, Neath Port Talbot and Swansea).
NB from 1st April Bridgend locality will no longer be part of ABMU Health Board. It will join Cwm Taf Health University Board to make Cwm Taf Morgannwg University Health Board. ABMU will comprise Swansea and Neath Port Talbot areas and will be known as Swansea Bay University Health Board.

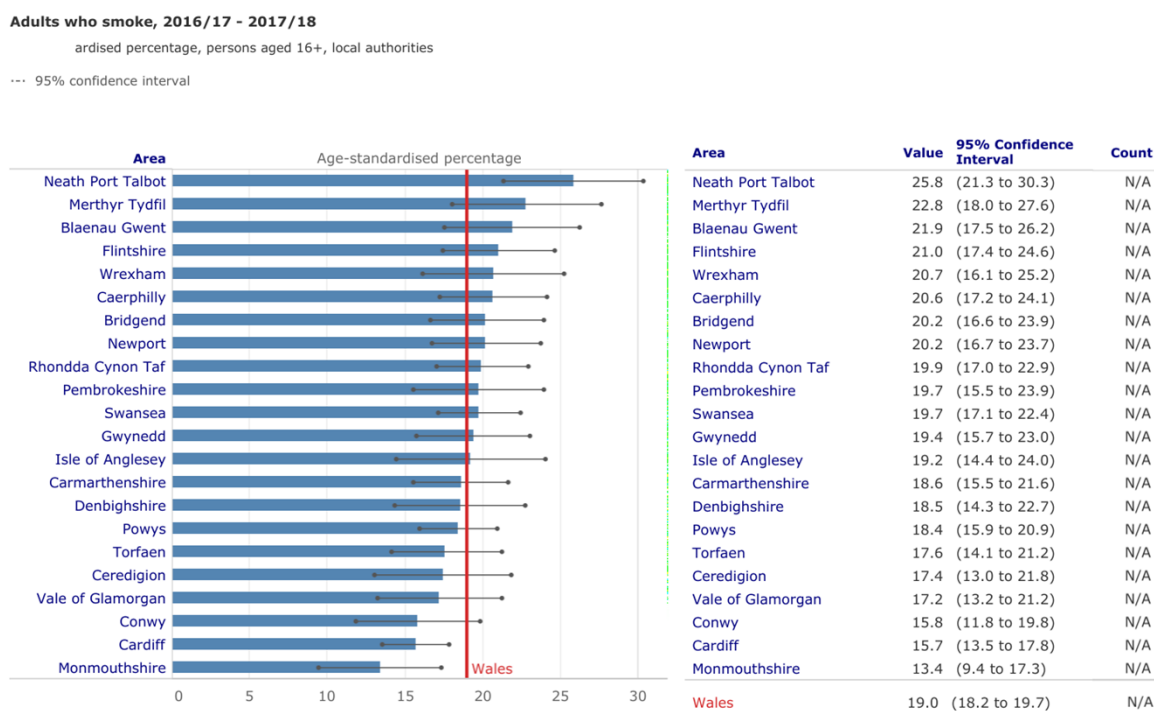
Figure 1:

Smoking Prevalence (%) (aged 16+)					
	ABMU	Bridgend	NPT	Swansea	Wales
National Survey for Wales (2017/18)	22.0	20.2	25.8	19.7	19.0

Source: National Survey for Wales 201/18

Figure 2 shows the smoking prevalence of Wales’s local authority areas. Bridgend has the 7th highest smoking prevalence (20.2%) out of Wales 22 local authority areas.

Figure 2:



Produced by Public Health Wales Observatory, using NSW (WG).
 Please consult the technical guide for full details on how this indicator is calculated.

Source: Public Health Wales Observatory using National Survey for Wales 2017/18

In 2016 population surveying in Wales changed from the Welsh Health Survey to a new National Survey for Wales. The data collection and methodology used by these two surveys is different and therefore comparison for smoking prevalence between the two surveys and time periods cannot be made.

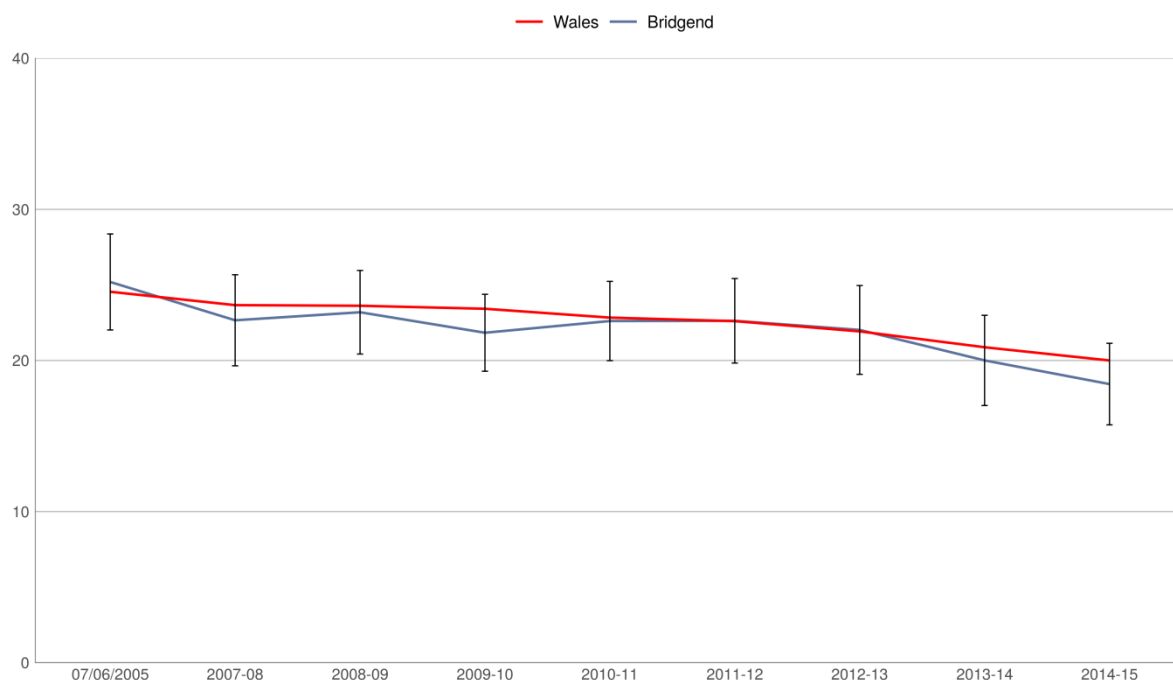
Figure 3 shows the smoking prevalence trend (persons aged 16+) for Bridgend in comparison to Wales for the 10 year period of the Welsh Health Survey 2005-2015, where smoking rates can be seen to have fallen over this period in line with, but slightly lower than the Wales trend.

Figure 3:

Adult smoking prevalence, age-standardised percentage, persons aged 16+, Wales and Bridgend, 07/06/2005 to 2014-15

Produced by Public Health Wales Observatory, using WHS (WG)

— 95% confidence interval



Source: Public Health Wales Observatory, Public Health Outcomes Framework 2018

Figure 4 provides a numerical breakdown of the figure 3 trend graph shown above

Figure 4:

Area	2005/6-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015
ABM UHB	25.5	23.7	23.5	22.9	23.3	23.6	23.0	21.0	18.7
Swansea	25.4	23.5	22.9	22.0	22.8	24.2	22.5	20.2	17.5
Neath Port Talbot	25.9	24.8	24.8	25.7	24.8	23.5	24.8	23.1	20.9
Bridgend	25.2	22.7	23.2	21.8	22.6	22.6	22.0	20.0	18.4
Wales	24.5	23.7	23.6	23.4	22.8	22.6	21.9	20.9	20.0

Produced by Public Health Wales Observatory, using WHS (WG). Please consult the technical guide for full details on how this indicator is calculated.

Source: Public Health Wales Observatory, Public Health Outcomes Framework 2018

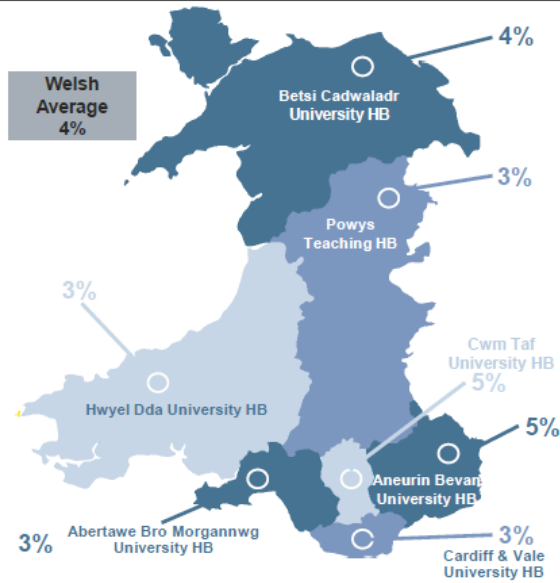
Figure 5 shows that smoking rates for children aged 11-16 in the ABMU area (% that smoke at least once a week) is 3%, with breakdown by girls at 3% and also boys 3%. This is lower than the Wales average of 4%. Further breakdown by local authority area for this data is not available

Figure 5:

Smoking rates by LHB



How often do you smoke tobacco at present?



% Smoke at least once a week

	Boys	Girls
Abertawe Bro Morgannwg	3%	3%
Aneurin Bevan	5%	5%
Betsi Cadwaladr	3%	4%
Cardiff & Vale	2%	4%
Cwm Taf	5%	5%
Hwyel Dda	3%	3%
Powys Teaching	3%	3%

Base: All respondents aged 11 to 16 surveyed between November 2013 and March 2014 (9,029)

Source: Ipsos MORI

Ipsos MORI
Public Affairs Slide 83

There is not a statistically significant relationship between smoking tobacco at least once a week and LHB

Source: Health Behaviours of School aged children 2013/14