



# Draft Community Strategy

Bridgend Local Strategic Partnership 2004 - 2016



# Draft Community Strategy

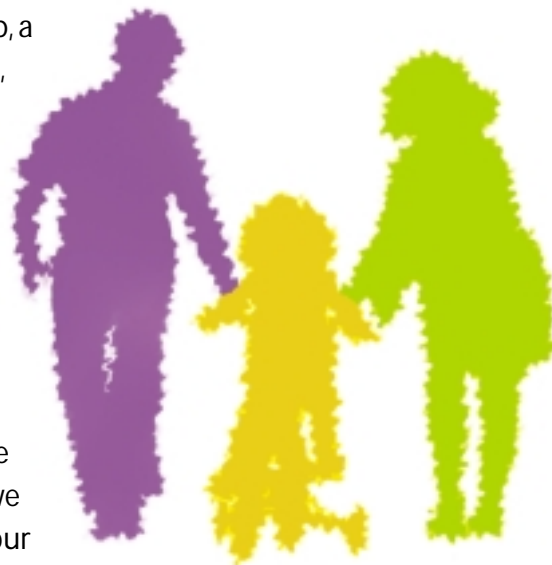
## Introduction

The Bridgend Local Strategic Partnership was set up in 2003. We involve public services, such as the council, town and community councils, the police, health and environmental bodies, and representatives from business and from the voluntary sector. Our purpose is to develop more effective ways of working together to achieve better results for local people. Our mission is

*To steer the County Borough's natural, human and financial resources to help residents lead independent lives to the full*

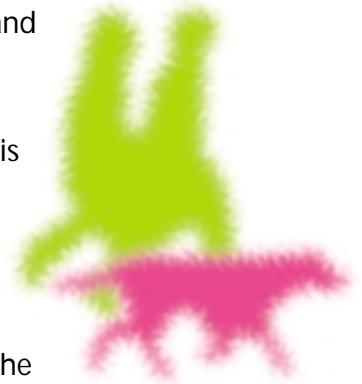
The Local Strategic Partnership is taking the lead in developing the County Borough community strategy. Under the 2000 Local Government Act, local councils must prepare, in partnership, a community strategy for their area to improve the social, economic and environmental well-being of their area. We have developed our community strategy to provide a way of enhancing the quality of life for all in the County Borough over the coming years.

Consultation and research in 2003 and earlier this year gave us information about what are the main priorities to tackle to improve the County Borough for the future. Good work is already happening on many of the issues that were highlighted and we wanted to make sure that, above all, we didn't reinvent wheels and waste time. The key to our community strategy is, therefore, making the links with and



between existing partnerships, working with them, with organisations and with local people to achieve the aims of the community strategy.

We are determined to deliver on the commitments we make in this community strategy and will keep you regularly updated on the progress made. We know that we will have to answer to local people on how effective we have been in achieving what you have told us are the priorities for the County Borough. It will also be up to us to prove that the community strategy can make a real difference to the quality of life for local people and to the prosperity of the County Borough.



This draft community strategy is the first milestone. However, we want to make sure that we have got it right and we will continue to involve you and listen to your views. Over the coming months, we will be talking to you about how we can work together to achieve the priorities in the community strategy and shape the future of the County Borough. In the first instance, you'll find a short feedback form in the centre pages of this document, which we'd like you to complete and return to us (freepost) to let us know your thoughts on the community strategy.



## The County Borough and its people

The County Borough is at the geographical heart of South Wales. It covers an area of approximately 28,500 hectares and stretches about 20km from west to east, taking in the Llynfi, Garw and Ogmore valleys to the north and bordering the Bristol Channel to the south. The County Borough's largest settlements are the towns of Bridgend and Maesteg and the seaside resort of Porthcawl.

The 2001 Census showed that the County Borough has a

population of 128,645, just over 71% of which is of working age. There are 53,342 households with an average of 2.4 people per household.

The County Borough's population has been forecast to increase by around 3,500 by 2006, with the largest increase likely in the elderly population. The number of households is estimated to rise by 6,500 as the population rises and average household size falls. Much of the new housing will be located outside the valleys.

The County Borough has attracted high levels of inward investment, particularly to the south of the M4. The County Borough's largest employer is the Council with 7,500 staff whilst, in the private sector, Sony employ around 2,000 employees and Ford 1,500.

There have been dramatic changes to employment in the County Borough in the last twenty years. The coal industry has virtually disappeared with the loss of over 2,000 jobs and jobs have gone from manufacturing, transport and construction industries. The legacy of these changes and associated job loss has contributed to deprivation in some wards within the County Borough with the north being more deprived than the areas to the south of the M4. However, in recent years, the overall economic performance of the County Borough has been positive and strong growth means that the area now has higher wealth, or Gross Domestic Product (GDP), per head than the Wales average.



But Bridgend County Borough has still been designated an Objective One area. This means that it is considered to be amongst the most deprived regions in Europe, whose GDP is lower than 75% of the European average. In order to improve the economy in these regions, and bring them on a par with the wealthier parts of the European Union, additional support by way of Objective One grant aid has been made available.

## The vision for the County Borough

We all know that the County Borough will be a different place by 2016 but we don't know what it will look like. We cannot predict the pace of change, but we can predict change will happen. Rather than taking a crystal ball to look into the future, in this community strategy we can suggest a direction of travel - how we would like the County Borough and its communities to be in the future.

Our aims are

- to **improve quality of life** for all - to create a place where people of all ages enjoy living, working and relaxing, and where they feel they can live life to the full.
- to **protect and enhance our environment**, through a more sustainable pattern of development, securing a higher quality of life and respect for the environment.
- to **increase prosperity**, by investing in lifelong learning, improving skills and supporting new business, as patterns of employment and lifestyles change.
- to have **safer communities**, where crime levels decline, and fear of crime is tackled so that all local people, especially the most vulnerable, feel safe and secure.
- to achieve a **healthier County Borough**, by tackling health inequalities and promoting healthy lifestyles
- to have a **more inclusive County Borough** where vulnerable and excluded people are supported to maximise their potential and live a full life.

These aims reflect the priorities local people and organisations have described and our Partnership's shared aim is to rise to the challenge. They also fit well with the Welsh Assembly Government's four strategic priorities

- Helping more people into jobs
- Improving health and well-being

- Developing strong and safe communities
- Creating better jobs and skills

and with their fundamental themes of equality and sustainability.

## Finding out about the important issues

As a first step to finding out what the priorities for the community strategy should be we put together a statistical picture of the County Borough through working together with the National Public Health Service and Local Health Board in the development of a needs assessment for the Health Social Care and Wellbeing Strategy. We consulted on the results of this assessment in a range of different ways, beginning with the first community event held on 11 November 2003 and ending on 19 January 2004



Local people and communities told us that in addition to the Health, Social Care and Wellbeing needs identified, these issues were also important to them –

- Community safety and anti social behaviour
- More and better opportunities for young people
- Doing more things for older people
- Access to transport, work, leisure, recreation and services
- Encouraging healthy lifestyles and people to take more responsibility for their own health
- Looking after the environment
- Being included and being listened to.

## Key issues

After consultation and debate, the Local Strategic Partnership has focused on seven key issues that will help achieve the vision for the future of the County Borough. The Partnership has focused on these in order to

- direct efforts under each subject area
- drive improvements
- achieve more effective co-ordination across organisational boundaries.

Each key issue area is structured with priorities for the long term (2012 - 2016), the medium term (2008 - 2012) and the short term (2004 - 2008).

There are many organisations, individuals and partnerships in the County Borough that are already tackling many of these issues. For example, we have Safer Bridgend, the community safety partnership; the Partnership Board between health bodies, the council and the voluntary sector; the County Borough's Children and Young People's Partnership and the Community Consortium for Education and Training. We have the Local Health Board, the council, the voluntary sector and many community groups all working hard, for example, to improve health, look after the environment, give care and support to older people or support people with disabilities.

It would be wasteful and divisive if we were to duplicate effort on these issues where there are already mature partnership arrangements which have already set their own strategies for solving problems and improving services. Each of the strategies has clear goals and targets for their own area of work so, whilst we are setting a long term aim and medium term objectives for each of the key issue areas, in the short term, we have a twofold objective of working with existing partnerships on the

- implementation of existing strategies, and

- development of subsequent strategies to ensure they take into account the aims, objectives and principles of the community strategy and the Local Strategic Partnership.

Different strategies have different timescales. For example, Safer Bridgend's Crime Reduction Strategy runs to 2005, whilst the Older People's Strategy runs to 2007. Therefore, the development of subsequent strategies will be a dynamic process covering the period 2004 to 2008. Our long-term aims and medium term objectives for those key issues where partnership working is already embedded, are set out below.

## Community safety

### 2012 - 2016

Our long-term aim will be to ensure crime, disorder and drug misuse are reduced to the levels set in national and local targets existing at the time.

### 2008 - 2012

We will engage in two areas of work which are likely to have a significant impact on the future levels of all crime, disorder and drug misuse within the County Borough

- Supporting younger children who, because of family circumstances and/or living environment, are considered to be at risk of developing anti-social (including criminal) tendencies in their teenage years.
- Strengthening community spirit and community resolve to challenge anti-social (including criminal) acts, thereby creating an environment in which it is difficult for such behaviour to flourish.



## Employment and economic regeneration

2012 - 2016

Our long term aim will be to ensure that we have a vibrant local economy which is at the forefront of a wider regional economy and will provide diversity of employment within the County Borough and support a culture of entrepreneurship.

2008 - 2012

For local people to benefit and share in this prosperity, our objectives are to

- Maintain a coherent and successful range of business support that is widely available and assists the competitiveness of local companies
- Maintain a motivated, highly skilled and well-educated workforce
- Provide an infrastructure of transport, communications and land development, which attracts and retains local businesses.

## Children and young people

2012 - 2016

Our long term aim is based on the Welsh Assembly Government's Core Aims for Children and Young People and will be to ensure that all children and young people

- have a flying start in life and the best possible basis for their future growth and development
- have access to a comprehensive range of education, training and learning opportunities, including acquisition of essential personal and social skills
- enjoy the best possible physical and mental, social and emotional health, including freedom from abuse, victimisation and exploitation
- have access to play, leisure, sporting and cultural activities
- are listened to, treated with respect, and are able to have their race and cultural integrity recognised

- have a safe home and a community that supports physical and emotional well-being
- are not disadvantaged by child poverty.

### 2008 - 2012

Meeting the Assembly's seven core aims for children and young people require a concentration on specific priorities in the medium term. These are

- ensuring equality of access to childcare services by addressing the key deficiencies in the valley areas of inadequate accommodation for childcare and insufficient numbers of trained staff
- developing early preventative approaches through the development of an integrated family support service, initially targeted at those most in need
- encouraging healthy lifestyles amongst children and young people at risk, covering issues such as substance misuse (including alcohol and tobacco), nutrition, sexual health, exercise and mental health
- ensuring equality of access to a range of cultural, recreational, sporting and leisure activities for young people living in areas with public transport deficiencies



## Older people

### 2012 - 2016

Our long term aims are to

- ensure that older people are valued as full citizens with a full contribution to make to life within the County Borough and beyond
- eliminate ageism
- reduce isolation for older people
- improve the quality of life for older people.

## 2008 - 2012

- To ensure that, if needed, co-ordinated assessment is available at an appropriate level with improved services in place that will, in particular,
  - combat loneliness
  - prevent deterioration
  - actively support their independence
  - positively support carers



## The environment

### 2012 - 2016

Our long term aim is to ensure a more sustainable pattern of development which focuses on the better use of the existing urban areas of the County Borough whilst encouraging economic growth, reducing dependence on the private car and promoting the greater use of more sustainable, alternative modes of transport to secure a higher quality of life and respect for the environment.

### 2008 - 2012

- To promote and encourage an improvement in the environmental performance of the local authority, its partner organisations, households and local employers
- To support and strengthen those partnerships that are working to raise awareness of sustainable development through their environmental education work;
- To instil in local communities a pride in their surroundings through a programme of community-supported environmental improvement schemes

- To bring the natural environment under positive management, including natural habitats, the historic built environment and the air, water and land environment meeting national quality standards.
- To provide and encourage full enjoyment and understanding of the environment through improvements of access routes and interpretation, together with promotion of the health benefits and economic value of outdoor exercise.

## Health and wellbeing

2012 - 2016

To ensure that the County Borough is a healthy place to live, work and visit

2008 - 2012

- To improve the health and well being of local people living and working in the County Borough and to reduce inequalities in people's health
- To improve access to health services for planned and emergency health care, leisure and social care facilities
- To ensure that the people of the County Borough have access to first class services delivered by organisations working together
- To enhance opportunities for healthy living and empower people to take responsibility for their own health.

## Access

There is one key issue where there are no specific partnerships currently working in the County Borough. This is the issue of access which can cover transport, access to opportunity and access to services and



information. Access can have a fundamental effect on how people live or how a service is delivered. Barriers to access can include

- finance
- mobility
- level of education / understanding
- language
- disability
- time or location of service
- methods of delivery
- physical arrangements.

Clearly, access issues cover a wide area and there is much good work currently in progress. However, this is a vital area where the Local Strategic Partnership feels that it can begin to make a real difference. In particular, its overall objectives will be to develop a joined up approach to improve

- access to opportunity and transport
- access to services and information.

Our agenda for the community strategy to achieve these improvements is as follows.

## **Access to opportunity and transport**

2012 - 2016

Our long term aims are

- To have a sustainable transport infrastructure within the County Borough that will contribute to the health, safety and well-being of all who live, work, visit and pass through the County Borough.
- To promote the integrated use of all public, private, community and volunteer transport facilities

- To enable all local people to access equal opportunities to learn and succeed and to benefit from the County Borough's economic success

### 2008 - 2012

- Support the transport needs of industry and the economic prosperity of the County Borough by reducing road congestion and the promotion of alternative modes of travel where feasible
- Support the transport needs of the elderly and those having reduced means
- Support the transport needs for children and young people
- Provide for a balanced approach to car parking provision

### 2004 - 2008

- set up a community transport partnership to ensure the coordination of transport issues for all communities and all age groups
- Support safe routes to schools through the provision of safe cycle and pedestrian routes and, where applicable, dedicated public transport
- Support the provision of safe cycle and pedestrian facilities for travel to work and leisure

## Access to services and information

### 2012 - 2016

- To ensure that public services are equally accessible to all regardless of geographical location, age, gender, ethnic origin, religion or belief, language or sexuality
- To ensure that people can readily access information and advice that will empower them to make their own decisions and be in control of their lives.



## 2008 - 2012

- Coordinate and support the provision of an integrated service information system for all public sector organisations within the County Borough
- Coordinate and support the provision of a seamless information service for all public sector organisations within the County Borough

## 2004 - 2008

- Establish a mechanism for the coordination of public sector information across the County Borough
- Establish a framework for more effective integration of service planning and consultation.

## Our principles

Identifying principles is about reminding ourselves to look at the bigger picture and at other factors we have to take account of. They help to draw together plans and activities across the whole of the community strategy to ensure that the strategy works for the whole community.

As well as working with partnerships and organisations on the six key issues, we believe we can also achieve what we have set out to do by developing standards through which we can all work to contribute to our overall aim. To this end, we have developed a set of principles that we, as a Partnership, believe are essential -

### Building cohesive communities

We are committed to building and maintaining cohesive, vibrant communities that

- share a common vision and sense of belonging
- where diversity is appreciated and positively valued
- where life opportunities are equal
- where strong and lasting relationships are developed between people of different backgrounds.

## Sustainability

Our actions need to be sustainable so that they meet people's needs without creating longer-term problems that may then cause our work to fail. It's about ensuring that we meet the needs of the present without compromising the ability of our future generations to meet their own needs. We will therefore concentrate on promoting sustainable actions that work, keep on working and will deliver change in the short, medium and long term.

## Prevention

We would all agree that prevention is better than cure. It is, in the longer term, less costly to prevent problems arising than it is to tackle those problems when they are already affecting lives of people and communities. We will therefore support preventative actions that address issues before they become concerns.

## Empowerment

Working together means you too. The involvement of local people, communities and organisations can only enhance what we have set out to do and we will ensure that this involvement, consultation and participation are essential ingredients of future planning for the community strategy. We will also work with organisations and partnerships to promote consultation and participation to inform their work.

## Working in partnership

The Local Strategic Partnership oversees the whole community planning process, but the Partnership cannot address all the issues in isolation or in the detail that is required. There are other partnerships or organisations that can support the Local Strategic Partnership and deliver actions on its behalf. Many have been in existence for some time and the Partnership will co-ordinate policy and direction across them more clearly.



## The Bridgend Compact

The Partnership will apply the Bridgend Compact principles in developing its strategies and working practices. Specifically, this means that all partners have a shared belief in:

- the provision of high quality, cost-effective services that meet the needs identified by communities
- assessment, monitoring and evaluation
- regenerating our communities
- consistent, high quality communication
- environmental, social, economic and cultural sustainability
- equality of opportunity
- equal status of the Welsh language
- information sharing
- openness and accountability
- social inclusion

## Sharing information

Effective sharing of information is essential if the long-term goals of the strategy are to be achieved. As partners develop actions to help make progress towards key goals they need to consider

- what information is available within the organisation
- what information can be shared (and with whom) and what information has to remain confidential
- the gaps in information and whether other organisations or processes could help close those gaps.

The aim is to achieve more effective working between partners, greater trust and the elimination of duplication or gaps in service provision.

The Local Strategic Partnership will use the information sharing protocol developed by the Safer Bridgend Partnership as a starting point for the consideration and development of a wider protocol.

## Monitoring

Progress towards the overall vision has to be monitored so that gaps and weaker areas can be identified for future action to ensure that there is progress across all themes and issues. The progress of particular actions for specific issues will be reported by the organisations and partnerships that have responsibility for progressing those areas. The overall impact on the community cannot be measured via one set of actions and so there will need to be monitoring of the vision by the Local Strategic Partnership itself. This needs to be developed over the coming months. The Partnership may develop its own measures, tap into examples from other parts of Wales or wider UK (e.g. Quality of Life indicators) or use a combination of the two.

The Council's Policy Agreement with the Welsh Assembly Government will also form part of the monitoring mechanism for the success of the community strategy in its early years. The Policy Agreement is aligned around the Assembly's four strategic priorities and so has a particular resonance with the community strategy's vision.

The job of achieving balance across all the issues is continuous. The partners who develop actions for the different issues must be aware of this at all times. The Local Strategic Partnership needs to maintain an effective overview so that priorities can be adjusted to achieve the necessary balance. This will initially take place through the reports from partnerships and organisations and through the development of supporting networks.

## The next steps





Over the coming months, we will lay down the foundation stones for our actions in future years. The action plan at the end of this document sets out what we propose to do to achieve our aims



and objectives between 2004 and 2006.

In addition we will

- engage with people, organisations and partnerships across the County Borough in developing goals to achieve our vision, challenging targets for achievement and a clear and inclusive way of measuring our success. A consultation action plan is attached at the end of this document
- revise this draft community strategy and publish a final strategy by 31 December 2004
- engage with organisations and partnerships across the County Borough in developing a communication, consultation and support network for the Local Strategic Partnership
- develop a robust monitoring mechanism for the community strategy
- develop a communications framework for the community strategy.

## Action Plan 2004 - 2006

Objective	Actions	By when	By whom	Indicators of Success
Set up the Community Transport Partnership (CTP)	<ol style="list-style-type: none"> <li>1. identify key players</li> <li>2. develop terms of reference for CTP</li> <li>3. establish agenda for initial actions with specific reference to safer routes to schools, work, services and leisure opportunities</li> <li>4. hold first meeting</li> </ol>	  09/04  	  BCBC BAVO  	Functional partnership in place by due date which is recognised by statutory agencies, partners and Community Transport Association
Establish a mechanism for the coordination of public sector information across the County Borough	<ol style="list-style-type: none"> <li>1. identify and gain commitment from key partners</li> <li>2. establish an information working group</li> <li>3. develop terms of reference and programme of work</li> <li>4. carry out an audit of current information provision and activity</li> <li>5. develop proposals for integration</li> </ol>	09/04  04/05  06/05  04/06  10/06	LSP  LSP  LSP Working Group  Working Group  Working Group	A documented and shared understanding of public sector information provision across the County Borough with structured proposals for a programme of integration

Objective	Actions	By when	By whom	Indicators of Success
Establish a framework for more effective integration of service planning and consultation	1. identify and gain commitment from key partners	09/04	LSP	A documented and shared understanding of public sector service planning and consultation arrangements across the County Borough with structured proposals for a programme of integration
	2. establish working group	04/05	LSP	
	3. develop terms of reference and programme of work	06/05	LSP Working Group	
	4. develop a spatial map for service planning and consultation to enhance the opportunities for integration	12/05	Working Group	
Work with existing partnerships on the implementation of current strategies	1. Identify the partnership pyramid in the County Borough	12/04		Production of a multi-dimensional model of partnership working in the County Borough
	2. Develop mechanism for the coordination and dissemination of information on partnership activity	02/05	LSP Officer Support Group 	The deployment of an agreed operational mechanism for partnership information coordination and dissemination

Objective	Actions	By when	By whom	Indicators of Success
<p>Work with existing partnerships on the development of subsequent strategies to ensure they take into account the aims, objectives and principles of the community strategy and the Local Strategic Partnership</p>	<p>1. review timescales and remit of existing partnerships and current strategy production and the relationships between them</p>	<p>02/05</p>	<p>Officer Support Group</p>	<p>Individual partnerships in the County Borough are contributing to the overall aims, objectives and principles of the community strategy and Local Strategic Partnership</p>
	<p>2. develop mechanism for rationalising strategy development across the County Borough</p>	<p>10/05</p>	<p>Officer Support Group</p>	<p>An agreed rationalised partnership pyramid exists in the County Borough</p>
	<p>3. develop a programme of meetings between the LSP and other partnerships to facilitate working relationships</p>	<p>ongoing</p>	<p>LSP</p>	

# Consultation Action Plan June 2004 - December 2004

## Public Consultation

Actions	Lead	Organisation by	Target dates
General distribution of draft strategy/questionnaire	LSP	Council Policy Unit	June 2004
Online survey via LSP member websites	LSP	Partners	June 2004 - September 2004
Article in BCBC Bulletin newsletter	BCBC	Council Policy Unit	July 2004
General distribution of summary leaflet and questionnaire	BCBC	Partners	June 2004
Local forum areas public meetings	LSP	BAVO / Policy Unit	June 2004 - October 2004
Focus group discussions	LSP	Council Policy Unit	October 2004

## Partner Consultation

Actions	Lead	Organisation by	Target dates
Formal consultation with key partners and organisations	LSP	Partners	June 2004 - September 2004
Online survey via LSP member websites/ intranet sites	LSP	Partners	June 2004 - September 2004
General distribution of draft strategy/questionnaire	LSP	Council Policy Unit	June 2004
Joint partnership meetings	LSP	Council Policy Unit	June 2004 - October 2004
Partnership coordinator network meetings	LSP	Council Policy Unit	June 2004 - October 2004
Voluntary and community sectors conference	LSP	BAVO / Policy Unit	September 2004
Presentation - Youth Council	LSP	Partners	July 2004
Presentation - Town and Community Council Forum	LSP	Partners	September/October 2004

## Contact details

If you would like any further information on the community strategy, would like to comment on its content or think that you can help us achieve the aims of the strategy, please

Write to

**The Policy Unit**

**Bridgend County Borough Council**

**Civic Offices**

**Angel Street**

**Bridgend**

**CF31 4WB**

Telephone **01656 643213 / 643245**

Email **[policyunit@bridgend.gov.uk](mailto:policyunit@bridgend.gov.uk)**

Please also contact us if you would like to receive the strategy in a different format.

## Local strategic partnership members

Bridgend County Borough Council (two seats)

South Wales Police (one seat)

Bridgend Local Health Board (one seat)

Bro Morgannwg NHS Trust (one seat)

Bridgend Association of Voluntary Organisations (one seat)

Bridgend Chamber of Commerce (one seat)

Cooper Standard Automotive (one seat)

Environment Agency Wales (one seat)

Town & Community Councils (one seat)

The Community Sector (one seat)

# Your Opportunity to Influence Bridgend County Borough's Community Strategy

Please let us know your thoughts on the community strategy, by completing this short questionnaire. Alternatively, you can take part in our online survey - go to [www.bridgend.gov.uk](http://www.bridgend.gov.uk) and follow the links to Community Strategy Consultation.

Q1 What do you think about the main themes that are identified in the Community Strategy?

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Q2 What are your thoughts on the aims and objectives of the Community Strategy?

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Q3 How can the strategy be improved?

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Q4 How will you help achieve the aims of the Community Strategy?

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Q5 How can we involve you more in the development of the Community Strategy?

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Q6 Have you any other comments you'd like to make?

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**Please fill in a few details about yourself:**

Q7 Are you answering these questions on behalf of yourself as a member of the public, or are you answering in a professional capacity / representing an organisation or group?

Professional / representing  Go to Q8

Member of the public  Go to Q9

**If professional / representing an organisation:**

Q8 Which organisation/group do you represent?

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**If member of the public:**

Q9a Which ward do you live in?

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Q9b Are you Male or Female?

Male

Female

Q9c What age range are you in?

Under 16

35-54

16 - 34

55+

**Thank you very much for your time**

Please pull out these pages, and return to the freepost address:

**Community Strategy Consultation, Chief Executive, Bridgend County Borough Council,  
FREEPOST, SWC 4498 , Bridgend, CF31 4GZ**

If you would like to be kept informed about the development of the community strategy, please provide your contact details below, or see [www.bridgend.gov.uk](http://www.bridgend.gov.uk) for further updates and information.

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