



bridgend county  
sir pen-y-bont



bright future - a community strategy  
for Bridgend County 2009 - 2012



## Foreword

As local people, you already know that there are many great things about living and working in Bridgend County. As a Local Service Board, we are similarly passionate about making Bridgend County the best it can be for those who choose this as a place to live, work or visit.

We recognise that no one knows this area better than you, the residents who make up our wealth of communities. This is why it is your views which have shaped this community strategy.

Over 1,000 local people responded to our initial consultation; you told us what you loved about living and working here; you were honest about what needed to change; you were clear about the issues important to you and where our priorities should be. We have taken all those comments, together with the priorities identified by service providers, to set out how we can now work together to achieve a bright future for Bridgend County.

The Local Government Act 2000 requires local public services to develop a community strategy for their area. As Bridgend Local Service Board we bring together all the organisations that can play a part in making the vision of a bright future a reality. This document sets out how we will do that.

It tells you:

- Our shared vision for a bright future for Bridgend County;
- Where we will focus and the difference this will make to local people;
- Examples of where we are already making progress;
- Your views and how these have been included;
- Our measures of success; and
- How you can get involved

Accompanying this document is an action plan with more detail about some of the work planned or underway.

Although this community strategy contains a large number of projects to work on, we have chosen four things which we will target straight away:

- Alcohol misuse - we have the fourth highest rates of alcohol misuse in Wales and in consultation you said that binge drinking by young people was a problem.
- Economic recession – we recognise that we need to help local people and businesses through difficult times.
- Emotional wellbeing – we understand this is important to people of all ages and how it helps us all to cope with our day to day lives.
- Citizen engagement – you have said that you would like us to work more closely with you and tell you more about what we are doing. We will do that.

We will be reporting back to throughout the year on our progress. And we hope that you will clearly see that we are getting closer to our shared vision of a bright future for Bridgend County.



Jo Farrar, Chair, Bridgend Local Service Board



## Bridgend County – bright future

By working together we will  
realise the vision for Bridgend:

A bright future that celebrates  
and builds on the successes  
of our past and present.

Our

Strong Communities

Young Voices

Healthy Living

New Opportunities

Proud Past

Green Spaces



## What is Bridgend County?

It's a place of beauty, of community, of welcome, of potential. It is an ideal, a county to be enjoyed, developed and valued.

We are a county of contrasts. Our changing landscape of valleys, sweeping to the Heritage Coast provides opportunities for an active, enjoyable and peaceful lifestyle for residents and offers diverse experiences for our visitors.

We are a county of communities. Our openness and welcome sets Bridgend County apart. We are many different people, coming together to create connected communities, proud of the areas in which we live.

We are a county of opportunities, reaching out and engaging all of our citizens. We promote learning, personal growth and ambition and we are a place that believes in potential.

We are a county of business, the link between east and west Wales and the bridge to other parts of the country. We are attracting new business and skills as the county asserts its place in the knowledge economy.

**We are a county that is aiming high**

## Bridgend County - A Few Facts



**“At 257sq. km Bridgend County Borough is one of the smaller of the 22 Unitary Authorities in Wales”**



**“Our population is over 133,000, and similar to the whole of Wales, 35% of the population is aged over 50”**

### **A county of contrasts**

Bridgend County stretches from the northern valleys of the Llynfi, Ogmore and Garw rivers to the heritage coast. At 257sq. km Bridgend County Borough is one of the smaller of the 22 Unitary Authorities in Wales; however it is the 10th largest in terms of its total population. Whilst over 50% of its land is agricultural or common land, it has a number of urban settlements including Bridgend, its administrative centre, Porthcawl, Maesteg and Pencoed.

### **A county of communities**

Our population is over 133,000 and similar to the rest of Wales, 35% of the population is aged over 50. The communities of Bridgend County are diverse, many growing up during the industrial revolution to service the coal and iron industries. Many of our communities are affluent, however a number of communities in the northern part of the County are less prosperous and suffer ill health. In common with similar areas, our communities are predominantly white and English speaking

### **A county of opportunity**

The County has a college and links to the universities across South Wales. We have over 22,000 pupils in our schools. In line with the Wales average, in 2008 98.4% achieved a pass at GCSE, 63.8% at grades A\*-C,

### **A county of business**

Bridgend has a world class manufacturing base, including household names such as Sony and Ford and is home to an estimated 6,000 small to medium enterprises. Bridgend businesses cover all sectors including, public, retail and service sectors and tourism.

## Strong Communities

### We know that

- Bridgend County has some of the lowest crime and disorder rates against similar areas across the UK. From January 2006 to December 2008 all recorded crime across the county has fallen by 6.5%.
- In spite of the low levels of crime and disorder in Bridgend County, there is a misconception that crime and disorder levels are higher than they really are.
- Our communities in Bridgend County are not all the same. In most of our communities local people have a high quality of life with good health, employment and a good income and live in a safe and pleasant environment.
- In a small number of communities however some local people do not have a job, or have a low income. Some may have difficulty with reading and writing or suffer ill health and those communities can also have problems with crime and anti-social behaviour.
- Whilst our communities are predominantly white and English speaking, other ethnic groups, including Asian, black and Chinese are present.
- 70% of our population are Christian, 0.2% of our residents belong to the Islamic faith, 0.2% belong to the Buddhist faith.
- Local employers have recruited migrant workers to fill skills shortages and we now have over 500 non-UK nationals living in the county. The majority of these people are from Poland and the Republic of the Philippines.
- In 2006 a survey of our Citizens' Panel on Neighbourhood and Belonging showed that people were aware of prejudice against ethnic and religious minority groups in the community.
- Similar to other areas in Wales, people over the age of 50 make up over 35% of our population. Nationally people over 65 make up 16% of the population but account for nearly 50% of health and social care expenditure.
- Older people, because of personal and external circumstance, often feel alone and isolated in their communities.
- We live in a society where our economy is increasingly reliant upon older people with the abolition of the retirement age, lowered birth rates and fewer young people entering the workforce.

### In consultation you said:



**“Make places for the teenagers to go that is not going to cost a lot of money for them. Get them involved in voluntary work.”**



**“Do more to help vulnerable people, i.e. learning disabled people, people with mental health problems, physically disabled people.”**



## Bright Future, Strong Communities

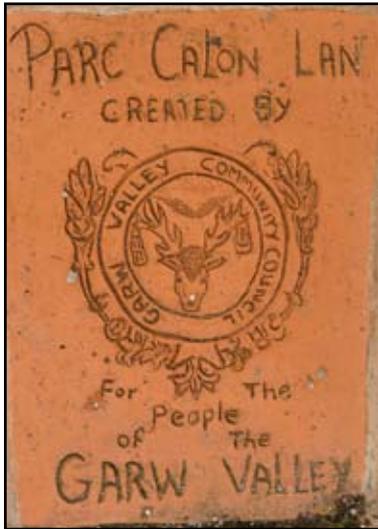
The strength of our communities underpins Bridgend County. We will protect, preserve and promote the areas in which we live, work and play and enhance every resident's sense of safety, citizenship and belonging.

### You will see:

- A reduction in crime and anti-social behaviour
- People feeling safer in their communities
- Increased numbers of people, particularly older people, able to take an active part in their community
- Increased numbers of people, including older people, able to take part in the design and delivery of services and policies that affect communities on a day to day basis
- Strong and positive relationships between people from different backgrounds in our communities
- A flourishing and sustainable voluntary and community sector supporting local people in their communities

### We will:

- Ensure that things that matter to communities, such as reducing crime and anti-social behaviour, are discussed and included in the planning of services and the deployment of resources.
- Set up dedicated teams to work closely with offenders who commit a large percentage of crime or anti social behaviour to reduce their offending behaviour.
- Sustain effective joint working between police, health, community, voluntary and business sector and the local authority to tackle violent crime, including domestic violence, in our communities and town centres
- Communicate more on the safety of the county and the real successes to reduce crime the fear of crime and anti social behaviour
- Improve the way that health and social care services are provided so that older people have good health and independence for as long as possible but receive good quality treatment and support when they need it
- Ensure that services are provided to older people based on their need, not their age.
- Support national initiatives that build community cohesion
- Work across the Local Service Board to promote awareness about hate crimes and the services that are available for victims and families
- Build capacity in local groups to work on the sustainable development of their communities
- Develop the support and training available for local businesses, community and voluntary groups
- Support local voluntary and community groups to be better able to influence local and national policy and strategy



**“The voluntary sector has won several million pounds of funding over the last five years for local community facilities, activities and services.”**



**“We are ensuring the UN rights for older people are applied by developing and implementing the first Charter for Older People in Wales.”**

### **We are already making good progress**

Whilst crime and disorder levels are low, between April 2008 and 2009, all recorded crime has decreased by a further 0.9%, seeing 88 less victims of crime in the County.

Initiatives like, street pastors, triage centres, enhanced pub watch, designated public place order (in respect of alcohol), enhanced CCTV coverage and high profile policing all played a part in achieving outstanding reductions in violent crime in the town centre.

We are ensuring the UN rights for older people are applied by developing and implementing the first Charter for Older People in Wales. It provides a set of principles that people over the age of 50 can look to when accessing any services in Bridgend County.

Bridgend became the first authority in the UK to develop an olympic games for older people. Sixteen local residential and sheltered accommodation teams have been helped to incorporate physical activity into the day to day lives of vulnerable elderly people.

We are increasing the opportunities for people from different backgrounds to meet and socialise and learn about each other. Activities have included:

- a multi-cultural family activity day
- Paul Robeson exhibition.

The voluntary sector has won several million pounds of funding over the last five years for local community facilities, activities and services

ESF Convergence project has brought funding to Bridgend County for local agencies to work together on developing opportunities for developing learning and skills.

## We are working together

The Community Safety Partnership brings together agencies from the private, public and voluntary sector, including police, health, fire and local authority, to reduce crime, disorder and the fear of crime locally. The Partnerships' Crime and Disorder Plan and Annual Delivery Plan sets out how partners will be working to tackle priorities to make Bridgend County a safer place to live, work and visit for all members of our diverse communities.

The Never Too Old Action Team is central to all decisions made about services to older people. The partnership's activity has three main drivers: The National Service Framework for Older People in Wales, The Strategy for Older People in Wales and the Never Too Old Statement for Older People Living in the County Borough of Bridgend – 2008.

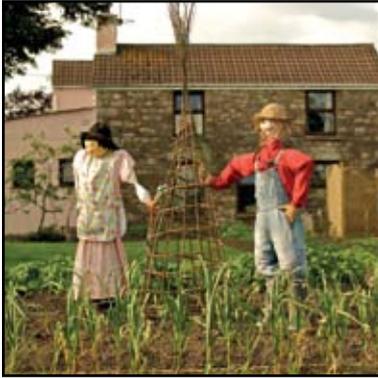
The Communities First programme gets local people involved in improving their areas and their own prospects in the most disadvantaged communities across Wales. Work in Blackmill, Bettws, Llangeinor, Caerau commenced in 2002 and now also includes parts of Brackla, North Cornelly, Wildmill and Sarn.

## We are listening to you

Local people are able to raise and help tackle community safety and other issues of importance to them through the PACT meetings held monthly in each ward area and through annual consultation. Community members and local groups provide knowledge, expertise and support on crime prevention initiatives through Neighbourhood Watch and Neighbourhood Policing Teams.

SHOUT is the voice of the older person in Bridgend County, through their networks they ensure the views of older people in our communities are built into strategic and service planning across agencies and partnerships. The Never Too Old Action Team consults a wide range of stake holders through a range of community based events throughout the year.





In 2006 a survey was held with our Citizens' Panel on neighbourhood and society to provide baseline evidence on changes in people's experiences, perceptions and attitudes on equalities and community relations. This survey will be held again in 2009 to look at how these have changed.

Bridgend Carers Forum ensures that the views of the carers in Bridgend are heard and influence how services are provided. The forum are helping partners develop a strategy to ensure carers are better supported in the important work that they do.

Bridgend Association of Voluntary Organisations (BAVO) has helped to set up a number of service user groups to get people involved in planning their services. These include SHOUT, the Bridgend Disability Coalition, Bridgend Involvement Group, Mental Health SUN

Communities First has been conducting community surveys in parts of Brackla, North Cornelly, Sarn and Wildmill. The surveys have covered issues including: community facilities; health and well being; community safety; learning and training; and employment. The results of the surveys will be published in November 2009.

## **You can help**

To find out more contact [talktous@bridgendbrightfuture.org.uk](mailto:talktous@bridgendbrightfuture.org.uk):

To find out more about local community groups and forums, or if you are interested in volunteering locally, contact Bridgend Association of Voluntary Organisations on 01656 810400



## Young Voices

### **We know that:**

- Bridgend County is a good place in which to be a child or young person, or to bring up a family.
- We have a wider range of schools, services, activities and opportunities for children and young people than are available in many areas in Wales, and a high proportion of children and young people take advantage of these.
- Not all children and young people are equally able to access these opportunities, and through them to experience improvements to their lives and future prospects.
- Local people want the best for their children and our schools want the best for all pupils. Some children and families will need help to achieve the best they can.
- Too many 18 year olds are not in education, employment or training.

### **In consultation you said:**

- Praise and reward the good kids - not just help those in trouble.
- Young people hang around everywhere because they have nowhere to go – do more for them.





## Bright Future, Young Voices

We want all our children and young people to thrive and make the best of their talents; live healthy and safe lives; be confident and caring individuals throughout their lives and know and receive their rights.

### **You will see:**

#### **That children and young people thrive when they:**

- Learn and achieve – they will be committed to and enjoy the experience of learning, fulfil their potential and as a result feel good about themselves.
- Participate and enjoy – they will mix easily, take part in and benefit from activities, regardless of their abilities.
- Give and receive respect – they will be caring individuals, free from unfair discrimination, and enjoy their own identity while accepting others' right to be different.
- Are healthy – they will enjoy the best possible physical, emotional and mental health.
- Are safe – they will be free from physical emotional and sexual exploitation and abuse.
- Are confident and self reliant – they will be resourceful, making informed choices, and skilled, and will appreciate their own self worth.

### **We will:**

- Increase the range of learning opportunities for all children and young people, including those who find formal learning difficult.
- Provide the guidance, help and support to enable children and young people to develop the skills they need, and the personal attributes to apply them, to make the best of their talents.
- Provide more support for families facing difficulties, as early as possible, to prevent the need for more intensive services at a later stage.
- Provide more opportunities for children and young people to have their voices heard.
- Recognise and celebrate more often the successful things that young people do.
- Work better together to support children and young people and their families, in their local communities.

**In consultation you said:**



**“Praise and reward the good kids - not just help those in trouble.”**



**“Young people hang around everywhere because they have nowhere to go – do more for them.”**

**We are already making good progress**

Children and young people are entitled to learn in a good physical environment. We have attracted new funds and have a building programme for schools and other facilities across the County that will involve wider partners’ services such as health and childcare.

We want young people to have a say in designing the different opportunities available to them. We have an active youth council and pupil councils in all schools. At the heart of the 14-19 strategy is the Bridgend Learner Entitlement Statement. Young people have been actively involved in producing a learner friendly version of this document that sets out what every 14-19 year old can expect from their learning experience and schools and Bridgend College are working together to make this entitlement a reality.

Through the European social fund, voluntary and third sector organisations will be working with the council to provide new opportunities to promote learning outside school. Children who are finding formal learning difficult are achieving through developing practical skills alongside local youth workers and other non- teaching staff.

Through a partnership agreement between Bridgend County Borough Council and Bridgend College, Bridgend County now benefits from a skills centre which provides a new learning pathway for young people post 16. The centre complements the provision at the Caerau Construction Skills and other non formal learning pathways.

The emerging Family Support Strategy has helped us to identify the different kinds of support that children and families need and make sure that services are provided by partner organisations to meet their different needs. These services include childcare and help for parents

**We are working together**

The Children and Young People’s Partnership brings together the local authority, education, health, youth justice and the voluntary sector to deliver improved services, activities and opportunities for Bridgend County’s children and young people. The first single Children and Young People’s Plan was published in September 2008. It sets out the agreed priorities for the partnership in meeting the needs and aspirations of Bridgend County’s children and young people and provides the framework for all activity. The plan sets out what rights children and young people have and this links to the UN convention on the rights of the child.

The Learning and Skills Network oversees the work of the 14-19 Network in the county. It is the role of the 14-19 Network to implement the Welsh Assembly Governments 14-19 learning pathways agenda in the county borough through a programme of activities and initiatives designed to improve learning outcomes for young people and reduce the numbers of those who fail to make a successful transition to post 16 learning, training or employment. Details of the portfolio of 14-19 activities for 2009/10 are held in the Network's Annual Network Development Plan.

### **We are listening to you**

Young people have an active role in shaping services, activities and opportunities in Bridgend County through the Youth Council, Viewpoint online interactive questionnaire system, participation in conferences and an annual fun day. They have also had direct involvement in the planning and decision making for specific services. The Local Participation Strategy sets out how we will increase the opportunities for young people to get involved over the next three years.

Learners in schools and in the college regularly provide feedback on their learning experiences as part of self evaluation reviews and reports. In 2008/09 for the first time, all 14 and 16-year-old students will take part in a county-wide survey about their learning as part of a 14-19 strategic approach to working more effectively with learners.

Voices For Safe Choices is a new report, following consultation with young people, reflecting children and young people's views of substance misuse issues and relevant service provision in Bridgend County Borough.

Disabled children and young people have been involved in a number of events including two annual conferences, workshops and seminars, residential weekend participation events and national conferences. Their views have helped design and develop new play and leisure services that work better for disabled children and young people. As new plans and services are developed, we will use the information they have provided to make sure that they meet the needs of disabled children and young people.

### **You can help**

You can find out more, or get involved in improving opportunities for children and young people by contacting [talktous@bridgendbrightfuture.org.uk](mailto:talktous@bridgendbrightfuture.org.uk)







## Healthy Living

### We know that:

- People living in many communities in Bridgend County experience a good quality of life and good health in an area of low crime and with easy access to the countryside and opportunities for physical activity.
- Wales as a whole has high levels of chronic disease and Bridgend is similar to the rest of the country with higher levels of heart disease, cancer, respiratory disease, diabetes and mental ill health reported.
- Compared to the Welsh average there are higher levels of binge drinking, smoking, and poor diet across the county.
- There is also a high up-take for incapacity benefits and severe disability allowance by residents and that has an impact on their productivity and wellbeing.

### In consultation you said:

- Binge drinking is of grave concern - alcohol is too easily available for the young and drinking hours are too long.
- Provide more help for people with mental health issues and make access to help easier

## Bright Future, Healthy Living

The physical and mental wellbeing of our residents is vital for them to enjoy a happy and healthy future. We will support individuals, employers and key services to achieve healthier, active and positive lifestyles and a greater quality of life for all.

### **You will see:**

- More people experiencing good health and choosing healthier lifestyles.
- People that become ill receiving first class, responsive services delivered as close to home as possible by agencies working together.

### **We will:**

#### **Help people to improve their health through:**

- Providing opportunities for people to make healthier lifestyle choices.
- Making sure that people get information about what they can do to improve their own health and avoid becoming ill.
- Helping employers to improve the health of their staff by promoting healthy lifestyles and making the workplace a safe and healthy place to be.
- Looking at wider issues that affect people's health like where they live, how they get around and whether they can work, get training and enjoy social activities.
- Encouraging healthier lifestyles.

#### **Promote good mental health and wellbeing by:**

- Helping people who may be struggling to cope with emotional distress or those who have particular mental health issues.
- Promoting good mental health, increase public awareness of issues around mental health, and reduce stigma and fear around mental health within society.

#### **Reduce alcohol misuse by:**

- Helping to reduce heavy and binge drinking through better information on safe use of alcohol and providing support for people who want to stop drinking or cut down.
- Increasing practical support in different communities to help people lead healthier lives.

#### **Improve the management of chronic conditions by:**

- Ensuring the NHS, the council and other services work together to meet people's treatment and care needs
- Providing the right support at home or in the community for people who need help to be independent



**In consultation you said:**



**“Binge drinking is of grave concern - alcohol is too easily available for the young and drinking hours are too long.”**



**“Provide more help for people with mental health issues and make access to help easier.”**

**We are already making good progress**

**Chronic conditions management:**

- We have a GP referrals project where GPs and other health professionals are now able to refer patients at risk of chronic disease to a structured exercise programme that will help them improve their health. Our project has had the most referrals in Wales; 915 to March 2009 and we plan to achieve a further 1200 by March 2010.
- We are now able to offer patients with a serious lung disease called Chronic Obstructive Pulmonary Disorder (COPD) a six week rehabilitation programme at leisure sites across Bridgend County instead of having to go into hospital.

**Improving mental health and emotional wellbeing:**

- Bridgend County Borough Council and Abertawe Bro Morgannwg University NHS Trust have created an Integrated Service for people with mental health problems. Service users are benefiting from the improved service and referrals to the service have doubled. In May 2008 the service received an NHS Wales Award – for ‘putting citizens at the centre of service design and delivery’.

**Reducing alcohol misuse:**

- We have increased training for community workers including street pastors, police officers, youth workers and community members to increase their knowledge in dealing with alcohol misuse issues.
- We have run a multi-media campaign over the Christmas 2008 encouraging people not to make alcohol available to children and young people.

- We have appointed new health and voluntary sector staff to work with people who have alcohol and drug problems both in hospital and in the community.

#### Encouraging healthy lifestyles:

- Over 950 three – five-year-old children in the Ogmore and Garw valleys have taken part in the scheme to improve the oral health and reduce the number of dental fillings children need.
- Fruit and vegetable co-operatives have been set up in 10 communities and within 3 school settings to help to improve people's access to fresh fruit and vegetables at a reasonable cost.
- Over the last four years women over 50 in communities north of the M4 have benefited from the Venture Out programme by encouraging them to use outdoor activities to help improve their health and fitness.

#### We are working together

The Health Social Care and Well-being Partnership brings together the local authority, health partners and the voluntary sector to plan and deliver services together. The Health, Social Care and Well-being Strategy is the key strategy.

The Regeneration and Environment Partnership brings together partners in the private, public and voluntary sectors to work together on its aim to regenerate Bridgend County. A key strategy is the Regeneration Strategy 'Fit for the Future'.



## **We are listening to you**

In preparing the Health Social Care and Well-being Strategy we sought the views of local people and community groups through local meetings, questionnaires and a radio phone-in. A consultation event was held in January 2008 where local people could contribute their views and gain a range of information about improving their health and accessing the support available.

We continue to seek your views and opinions on the health and social care services that are being delivered and how we can further improve our services. We encourage you to contact the Partnership or your local service provider with your ideas and suggestions.

The development of the Regeneration Strategy included partners and stakeholders at each stage of its development through six councillor, partner and community sector workshops. The process was completed with a public consultation on the final draft strategy.

## **You can help**

For more information about joint work on improving health contact [talktous@bridgendbrightfuture.org.uk](mailto:talktous@bridgendbrightfuture.org.uk)

Health Challenge Bridgend has a website at [www.healthchallengebridgend.org.uk](http://www.healthchallengebridgend.org.uk) where you can find information and advice and news about upcoming events and opportunities to get involved.

For more information about the Regeneration and Environment Partnership visit the Regeneration pages of the Bridgend County Borough Council's website at [www.bridgend.gov.uk](http://www.bridgend.gov.uk)

For information on the third sector Health Partnership contact the HSCWB Facilitator at BAVO on 01656 810400.

There are also opportunities to volunteer with groups that work to improve the health of local people. To find out more contact the volunteer centre at Bridgend Association of Voluntary Organisations on 01656 810400







## New Opportunities

### We know that:

- Bridgend County has major assets, including a great natural environment and is home to a world-class manufacturing business.
- The manufacturing sector is declining but local activity in other sectors and new local enterprises are not increasing sufficiently.
- Household earnings in Bridgend County are relatively high compared to other areas in South Wales.
- Economic inactivity and skills shortages in the local labour market are cause for concern.
- Success needs to be better shared to tackle deprivation, poor health outcomes and high benefit take up.
- There are too high a proportion of local people with low basic skills and a lack of employability skills.

### In consultation you said:

- We must encourage unemployed people to get back into work.
- We need to encourage self employment and entrepreneurship.

## Bright Future, New Opportunities

Our bright future depends on skilled and reliable employees which businesses can feel confident in. We will build on our place in the knowledge economy by developing our workforce, enhancing our skills base and supporting local companies.

### **You will see:**

- More people employed in Bridgend county.
- More local people employed at all levels in local companies.
- People are getting better jobs by improving their skills.
- More people having good basic and employability skills.
- More people of all ages taking opportunities to improve their skills through training and other learning.
- More public contracts into the local economy.

### **You will see:**

- Ensure that help is available for local people currently out of work so that they can get the right skills to be able to find work locally and that companies are confident that they can find local people with the skills they need.
- Increase the number of contracts given to local companies to provide goods and services to the council and other public sector organisations, making procurement more sustainable.
- Provide a good range of adult and community learning opportunities for people to study the things that are important to them and to employers.
- Encourage organisations work together to help all people who find difficulty with reading, writing and using numbers.



## **We are already making good progress**

The Bridgend Business Forum was established as a response to the growing need for a local organisation that could act as an effective voice for businesses in the county. As well as providing local businesses with a collective voice the forum has also established excellent opportunities for networking and the sharing of best practice through its regular programme of business events.

The 14-19 Network, through Bridgend Association of Voluntary Organisations, has funded the delivery of a range of health and safety qualifications accredited by the British Safety Council to all 14-16-year-old learners. These qualifications improve learners' awareness of health, safety and environmental practices and improve their employability.

A Community Learning Group is in place in the county to bring together those key partners involved in delivering adult and community learning. The group works under the umbrella of the Learning & Skills Network. The purpose of the group is to offer a range of opportunities to enable learners to retrain, improve their employability skills, enhance their life skills and contribute positively to their local community and society in general.

We have a developing social economy that creates jobs and wealth in local communities and the voluntary sector includes some larger employers such as V2C that provides employment for local people and a real contribution to the local economy.

## **We are working together**

The Regeneration and Environment Partnership brings together partners in the private, public and voluntary sectors to work together on its aim to regenerate Bridgend County. A key strategy for ensuring we create and take advantage of new opportunities is the Regeneration Strategy 'Fit for the Future'.

The Learning and Skills Network bring together local agencies, the private and voluntary sector in developing and managing a programme of activities and initiatives designed to help young people learn and achieve. In particular they work to reduce the numbers of young people who when they leave school, do not go on to further education, training or employment. Details of the portfolio of 14-19 activities for 2009/10 are held in the Network's Annual Network Development Plan.

## We are listening to you

In the development of the Regeneration Strategy we made sure we were working with local partners and stakeholders at each stage of its development to get benefit from their knowledge and experience and make sure that the strategy reflects their aspirations for the area. This was achieved through six councillor, partner and community sector workshops. The process was completed with a public consultation on the final draft strategy.

Every year the 14-19 Network delivers holds a learning event which involves around 1500 learners and 40 exhibitors from a range of organisations including employers, work-based learning providers and managers from further and higher education. Young people get information about the range of opportunities for learning that are available and the importance of skills to their future career plans. Exhibitors are also able to feed in their views on the development of learning opportunities in the area

## You can help

For further information contact [talktous@bridgendbrightfuture.org.uk](mailto:talktous@bridgendbrightfuture.org.uk)

For more information about the Regeneration and Environment Partnership visit the Regeneration pages of the Bridgend County Borough Council's website at [www.bridgend.gov.uk](http://www.bridgend.gov.uk)

For community and voluntary group training opportunities visit [www.bavo.org.uk](http://www.bavo.org.uk) or contact BAVO on 01656 810400.

There are opportunities to volunteer with groups working to help local people make the best of new opportunities. For more information contact the volunteer centre at Bridgend Association of Voluntary Organisations on 01656 810400

## In consultation you said:

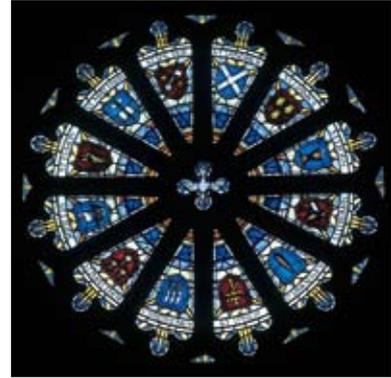


**“We must encourage unemployed people to get back into work.”**



**“We need to encourage self employment and entrepreneurship.”**





## Proud past

### We know that:

- Bridgend County has had a long and varied history. In its earliest times, Bridgend County was a land of small communities, mainly agricultural, sparsely populated and predominantly rural with ancient woodlands and sand dunes. Its proud past includes Celtic villages, Norman castles and Roman settlements. Bridgend town first developed as a market town at the place where zealous pilgrims waded across the fast flowing River Ogmore on their way to the shrine of St David in Pembrokeshire.
- The Iron and Coal Industry have played a big part in our history. The second half of the 18th century saw the exploitation of the iron and coal resources at an increasing scale from the Ogmore, Garw and Llynfi Valley's. Maesteg's origins in iron making dates from the late 1820's. Porthcawl's 19th century harbour and railway was built to service the expanding coal and iron industries in the valleys north of Bridgend.
- Our towns and villages reflect our history. In the 50 years between the census of 1801 and 1851, the population of Glamorgan increased from 70,000 to over 230,000 residents. Towns such as Ogmore Vale, Nantymoel and Pontycymmer grew to serve the new industry.
- Porthcawl played an important tourism role for the former mining communities of South Wales and today still acts as a major tourism destination.

### In consultation you said:

- We are a county which is proud of its old history, its traditions and legends.
- We need to preserve and protect our heritage and historic buildings

## Bright future, proud past

We value our heritage and history of working together. We will celebrate our past and learn from our experiences to steer us towards a bright future.

### **You will see:**

- Town centres that retain their character heritage interest and local distinctiveness.
- Increased visitor numbers to all our towns and tourist attractions.
- Improved the perception of our Valleys, stimulating inward investment and encouraging visitors.
- A revitalized Porthcawl seaside resort.

### **We will:**

- Identify and preserve buildings of architectural or historic importance.
- Improve our historic town centres and support the improvement of town centre buildings.
- Use our heritage as a focus for development of tourism.
- Implement the regeneration proposals for Porthcawl.
- Develop and support training available for local businesses, community and voluntary groups.



NEUADD Y DREF



MARKET

ERECTED  
BY  
PUBLIC SUBSCRIPTION,  
AS A MEMORIAL  
OF  
**WILLIAM HOPKIN THOMAS**  
J.P. M.D. M.R.C.S.,  
MAESTEC.  
A MAN VALUED BY ALL  
FOR HIS PROFESSIONAL SKILL,  
RESPECTED  
FOR HIS INTEGRITY AND UPRIGHTNESS  
BELOVED FOR HIS GENIALITY  
AND KINDNESS OF HEART

J.L. JENKINS  
SCULPTOR

W.H. REES  
ARCHITECT

## **We are already making good progress**

Through the Townscape Heritage Initiative Grant schemes we have already seen the restoration of 10 historic buildings in Bridgend. A further phase of the scheme is continuing in Maesteg and a bid for funding of a further scheme in Bridgend has just been approved

The Townscape Heritage Initiatives in partnership with Bridgend College have arranged a programme of free traditional building skills workshops offered to local builders and agents. Subjects covered include the repair of natural stone, introduction to lime, traditional paints, repair of lead work, traditional shop front design and repair and conservation of sash windows.

We have won the Bridgend Civic Trust award for the repairs to the historic Old Bridge in Bridgend town centre and for key buildings restored in Bridgend town.

We have produced the Seven Bays Supplementary Planning Guidance for Porthcawl and outline planning permission has been granted for phase one works which encompasses retail, leisure, community and residential uses and a marketing exercise is now being undertaken.

We are developing a tourism based regeneration agenda in the Valleys in order to develop a stronger and more vibrant tourism economy.

There are numerous walks leaflets that have been developed in partnership with the Town and Community Councils, user groups and the Countryside Council for Wales. All the leaflets contain historical information about the landscape that the walk runs through stimulating an interest in the surrounding countryside and encouraging people to undertake their own research into their local history.

## **We are working together**

From the earliest clubs and societies, Bridgend County can now boast over 2,500 active voluntary and community groups in Bridgend County, over 1,000 based in the county and made up of local people committed to improving things for their community. Community and voluntary organisations work with any member of the community, including often those who most need help.

Bridgend County Borough Council leads the development of tourism for Bridgend County, working with local businesses and service providers to improve the experience for visitors to the area.

Bridgend County Borough Council works with local businesses and voluntary organisations in protecting and preserving sites that reflect our long history and heritage supported by partners.

## We are listening to you

We make sure we work closely with local businesses and property owners on the restoration of historic buildings. We work with Bridgend Civic Trust and local chambers of trade, looking at opportunities and ideas from other areas and organisations when planning future development.

A regeneration forum has been set up in Porthcawl to make sure local partners are involved in making and implementing the plans for this important seaside resort.

A community consultation has been undertaken with local people asking their views on the proposals for Porthcawl.

## You can help

To find out more about how you can get involved contact [talktous@bridgendbrightfuture.org.uk](mailto:talktous@bridgendbrightfuture.org.uk)

To find out more about developing tourism in Bridgend County visit the websites [www.visitbridgend.com](http://www.visitbridgend.com) and [www.glamorganheritagecoast.com](http://www.glamorganheritagecoast.com)

You can find out more about the proposals to regeneration Porthcawl on [www.bridgend.gov.uk](http://www.bridgend.gov.uk)

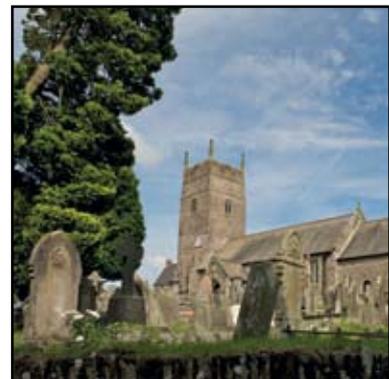
There are opportunities to volunteer with local groups and organisations that are working to preserve our heritage. Contact the volunteer centre at Bridgend Association of Voluntary Organisations on 01656 810400

If you are interested in setting up or developing a community or voluntary group in your area or are an existing group, contact BAVO's Development Officer on 01656 810400 for free membership, support and advice.

## In consultation you said:



**“We are a county which is proud of its old history, its traditions and legends.”**



**“We need to preserve and protect our heritage and historic buildings.”**





## Green Spaces

### We know that:

- Our urban and rural green spaces provide opportunities for healthy activity and people say that parks and public spaces improve their quality of life.
- We have a wide range of facilities including lakes and woodland, 32 tennis courts, 31 rugby pitches and 10 cricket squares and over one and a half million square meters of parks and play areas.
- Within Bridgend County Borough there are sites of international, national, regional and local wildlife importance including three internationally recognised special areas of conservation and 16 nationally recognised sites of special scientific interest, six nature reserves and 150 sites of importance for nature conservation.
- We have 584 kms of public rights of way and 43km of cycle tracks providing easy access to our green spaces.

### In consultation you said:

- Do not forget our historical and natural areas. Also preserve these for young people as they cannot be replaced.
- Encourage people to take more regular exercise – walking and keeping fit.

## Bright Future, Green Spaces

The quality of our environment is an asset, that brings benefits to all who live, work and visit our communities. We will value, promote, sustain and protect our natural, rural, and built environment for the future.

### You will see:

- Improved quality of services available to local people within rural communities.
- Wildlife, landscapes and the general environment within Bridgend both protected, enhanced and promoted.
- Improved access to green open spaces cared for by local communities.
- New businesses setting up as part of the creation of thriving local food economies.
- Supported and connected rural businesses and community enterprises.
- More visitors to the local area coming to enjoy our wildlife, landscapes and other natural assets.

### We will:

- Provide more opportunities for local people to volunteer, learn skills and take part in community arts, coastline and countryside activities such as hedge laying, guided walks and dry stone walling.
- Train BCBC members, BCBC officers and volunteers about protected species.
- Support local communities to improve and enhance their open public spaces in towns and villages and their green and recreational space.
- Develop local rural food economies with producers, shops, markets and distributors.
- Improve access to our green spaces by improving public rights of way for all local people and encouraging walking and cycling.
- Ensure an attractive and clean environment by tackling local environmental quality issues, protecting the quality of the natural environment and contribute to tackling climate change.
- Work towards a sustainable transport infrastructure which reduces the dependency on the car, recognises the benefits of public and community transport and encourages walking and cycling.
- Create a rural business centre developing rural skills and encouraging social enterprises.
- Develop local rural tourism facilities, improving skills, access and marketing.



## **We are already making good progress**

A Rural Partnership has been established a wide range of projects have been approved receiving funding through the Rural Development Plan initiative and work is now progressing on developing the next round of projects.

This year a number of environmental projects have been undertaken to improve important gateways in the County Borough including Bryngarw House entrance and footpath improvements, industrial estates improvement schemes.

A number of educational programmes and guided walks are held at Kenfig Nature Reserve.

The Tidy Towns initiative improved sites across the County Borough previously considered to be unsightly by local communities.

We are developing a number of environmental projects to be implemented through the Valleys Regional Park.

Volunteer groups are also playing a big part working with us to improve their communities by:

- Laying 60 metres of hedgerow and building 40 metres of dry stone walls.
- Planting over 300 trees at Sker Farm and over 150 at Caerau.
- Collecting over 200 bags of rubbish from our beaches.
- Undertake river care works, Japanese knotweed spraying working and litter picks.

The Bridgend Farmers Market is held every month in Porthcawl selling a variety of products from local producers.

Funding has been received to make improvements to the rights of way network, providing more opportunities for outdoor recreation to help people improve their health and fitness.'

## **We are working together**

The aim of the Bridgend Regeneration and Environment Partnership brings together local services, voluntary sector and business to regenerate Bridgend County Borough, taking a balanced and sustainable approach to improving the wellbeing of communities through social, physical, economic and environmental improvements. It is supported by

- The Rural Partnership – supported by the local action group, it is made up of partners from local services, heritage, environment, social enterprise, religion, arts and culture, economic development, transport, and housing to work together in rural communities to make them more economically, socially, culturally, and environmentally sustainable.
- Bridgend Biodiversity Partnership - bringing together local and national partners to deliver the Bridgend Biodiversity Action Plan
- Local Access Forum which aims to improve access to land in the area.

## We are listening to you

The Bridgend Biodiversity Partnership is currently updating the Biodiversity Action Plan and will be asking local people to help develop the plan.

Both the Rural Partnership and the Local Action Group have since 2007 carried out a series of consultation events and workshops to identify the needs and wants of people living in, working in and visiting rural Bridgend. It is from these events and in depth research of existing activity throughout rural Bridgend County that these activities and projects have been developed. Local people from rural communities will be involved in developing the next part of the programme over the next two years.

We have used your views from consultations held this year to develop the walking and cycling plan. We have worked with local groups and individuals in developing the Rights of Way improvement Plan using questionnaires, consultation meetings and site surveys and residents and visitors views will feed into the annual action plan.

## You can help

To find out more about how you can get involved contact [talktous@bridgendbrightfuture.org.uk](mailto:talktous@bridgendbrightfuture.org.uk)

There are opportunities to volunteer with local groups and organisations that are working to preserve our environment. Contact the volunteer centre at Bridgend Association of Voluntary Organisations on 01656 810400

## In consultation you said:



**“Do not forget our historical and natural areas. Also preserve these for young people as they cannot be replaced.”**



**“Encourage people to take more regular exercise – walking and keeping fit.”**



# How we will work together for a bright future

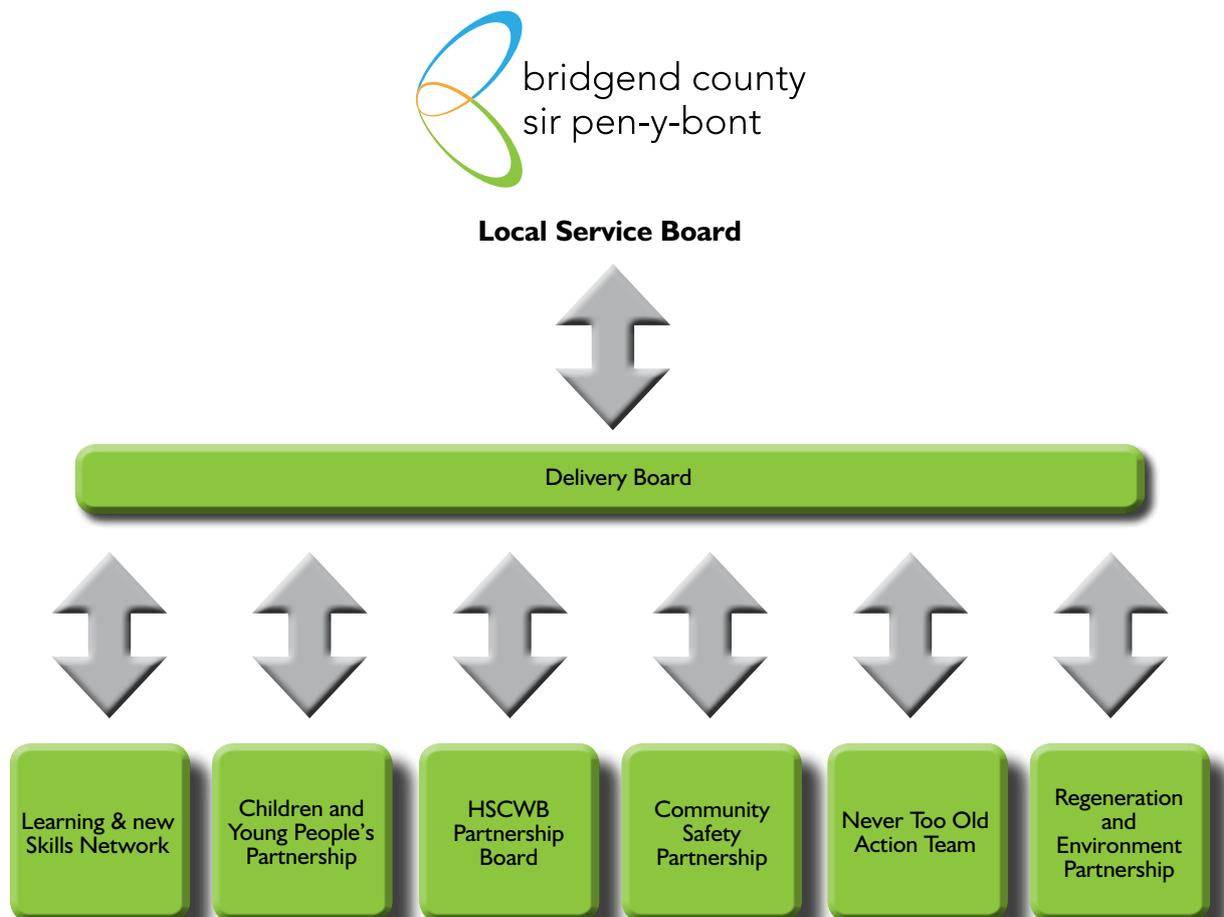
This community strategy is part of a whole package of strategies and plans that says what local services will be provided and how we will work together to deliver them.

## Working together locally

The bright future we want for Bridgend County cannot be provided by any one organisation. The things that local people and communities need do not fit around organisations, so we have partnerships that bring together the organisations that can help in making sure that local people get what they need. Partnerships each focus on a different area.

The Local Service Board brings together all the partnerships and the heads of all the local partner organisations that can help to achieve what we want for Bridgend County's bright future, set out in this strategy.

This diagram shows how we all come together to work on the community strategy



The community strategy is the main strategy for Bridgend County. It brings together the most important things that we will be working together on to achieve our vision for a bright future for Bridgend County taken from each of the partnership strategies.

These plans are

- Health Social Care and Wellbeing Strategy
- Children and Young People's Plan
- Local Development Plan
- Crime and Disorder Plan
- Never Too Old Statement for Older People Living in the County Borough of Bridgend – 2008
- Bridgend Regeneration Strategy
- 14-19 Annual Network Development Plan

The partnership strategies also include more detail on the projects in this document and how they will measure how successful the projects have been. If you want to know more about the areas of work and projects included in this strategy, each section says how you can contact the partnership for more information.

Each organisation has its own plan for its services and how it works as an organisation. Each of the organisations on the LSB has said that through its own plan it will make sure that the community strategy is achieved. This way organisations working in Bridgend County are all playing their part in achieving the same vision for a bright future for this area.

## **Working together on national priorities**

The National Assembly for Wales sets out its national priorities in One Wales. This is a four year programme for government to achieve:

- A strong and confident nation
- A healthy future
- A prosperous society
- Living communities

- Learning for life
- A fair and just society
- A sustainable environment
- A rich and diverse culture

In each of these areas of work the Assembly has agreed other plans that set out in more detail what public services will do. These plans include national strategies such as the National Housing Strategy, Rural Development Plan for Wales, the Environment Strategy for Wales and national standards for services for areas such as older peoples services and mental health services.

We must make sure that we understand how what we plan to do locally helps to achieve these national priorities and how these national priorities will help us to achieve the things we want to locally.

The National Assembly for Wales knows that it is important that public organisations work well together if we are to improve things for local people and provide services that really benefit them. Delivering Beyond Boundaries sets out how they will work to improve local services by making sure:

- We are putting local people first.
- We are working together to deliver.
- Public services have a world class workforce.
- We get better value for the Welsh pound.
- The Assembly is driving the change through government, resources and performance.

## **Working together regionally**

Each area of Wales has different things that it needs to focus on that cross more than one local area. The Wales Spatial Plan sets out what each region of Wales will be working on. Bridgend County is part of:

- South East Wales – City Region that is working on increasing business and improving transport
- Swansea Bay – Waterfront and Western

Valleys that focuses on regeneration and communication.

Across Wales there are a few areas that need to work on problems that cover more than one local area, The Western Valley's Strategy Regeneration Area links our three valley areas with those across to the West and has a vision of delivering vibrant sustainable communities by addressing health, skills, poverty, environment, jobs and perceptions.

## Principles

The community strategy sets out what we are going to do to achieve our vision for a bright future. To do this properly, we must make sure that it is a strategy of and for all local people and visitors, regardless of their age, sex, ability and ethnic background and that it is forward looking, planning for a good quality of life for all in the future. To do this we will make sure that we follow the principles of equality and Welsh language and sustainable development

To help us do this, we will use an impact screening tool to find out where we need to look more closely using separate sustainability, equalities, health and community safety impact assessments on our key action plans.

## Sustainable development

Sustainable development is about achieving community wellbeing in the 'here and now' whilst making sure that future generations and people elsewhere in the world have a similar opportunity to achieve a good quality of life.

We must aim to support an innovative and productive economy that delivers high levels of employment, a just society that promotes social inclusion and personal well being and a quality natural and built environment that we value and protect. We must do these things within the environmental limits of the planet.

Our challenge within this community strategy is to ensure that sustainable development becomes part of the way we do things. We

must identify and resolve conflicts and promote a joined up approach, rather than trade offs, between social, economic and environmental issues.

We must identify and address key risks to community well-being such as climate change, peak oil, an ageing population, social inequalities and unhealthy lifestyles.

## Equality and Welsh language

To apply the principles of equality of opportunity to the community strategy means understanding and tackling the different barriers that people face so that everyone has a fair chance to fulfill their potential. We want to create opportunities for communities to live, work and learn together by reaching out and engaging with all local people.

This means that we embrace the diversity of our county and challenge discrimination wherever it exists in our communities, whether it is based on a person's gender, race, disability, faith, sexual orientation, age or social status. We want to make our services accessible and responsive to the diverse needs of the people who live, work and visit the Bridgend County.

The Local Service Board will make sure that equality and diversity, including the Welsh language, are part of the way we work to achieve this bright future.

The organisations that make up the Local Service Board all have their own schemes on equality and the Welsh language. We will make sure that the way we work reflects those commitments. We will treat the English and Welsh languages on a basis of equality.

## Engagement, communication and consultation

This strategy is based on an assessment of local needs and each partnership has involved local people in that assessment and in the development and delivery of their strategies. This document has included examples of how

local people have been involved in developing and delivering those priorities with partnerships.

It is also important that the priorities in this strategy are those that people live, work and visit Bridgend County have for their area and that they have had an opportunity to discuss what these should be. In developing this strategy we have tried to reach and involve local people across the county borough to hear what they have to say about their area.

Once the priorities had been identified, we asked local people if we had got it right, or was there anything else we needed to consider. Through a questionnaire in our County Borough Bulletin newspaper, leaflets and posters, on our websites, and through our citizens' panel, 1,069 local people gave us their opinion. Over 70% of those who responded agreed that we had identified the right things

You can see from the individual sections in this strategy that we have taken your views on board and made changes to the things that we will be doing. Over the next year we will be working to increase the opportunities for local people to be involved in deciding on the priorities for Bridgend County and working with us to achieve them. This way we share ownership of these priorities and make sure that this really is the communities' strategy.

## **Making sure we succeed**

### **The delivery board**

This document shows how each of the partnerships has responsibility for different projects in this strategy. A member of each of the partnerships meet as a delivery board to look at how well we are doing with the projects in this strategy and reports on this to the LSB. The members of the delivery board will work together on any areas that aren't working so well to find out why this is and what needs to be done. The delivery board will make sure that the partnerships are all working well together, avoiding duplication and making best use of resources.

### **Annual report**

Every year the LSB will publish an annual report that will tell local people how we are doing with the projects in this strategy. This is an opportunity to celebrate success on those areas that have worked well and where local people are really beginning to see improvements. Some areas might not have done so well and the annual report will set out how we need to work differently on some areas and where we need to look at some new areas that have become more important over the last year.

### **Scrutiny**

We have set up a small panel of local councillors and board members from other local organisations like the police authority and health boards to challenge the LSB on how it is doing in achieving the projects in this strategy and how we are working together. This committee will tell us where we need to change the way we are working to get better results for local people and will also help us to look at some areas of our work that need extra help.

### **Updating the community strategy**

At least every four years, and more often if needed, we will look at this strategy to see whether these are still the most important areas for Bridgend County. We will look at what the strategy has achieved for local people and what we need to be working on next. We will ask local people what they think are the most important things for the next strategy to focus on.

### **Contact**

If you would like to have more information about community planning in Bridgend or would like this strategy in another format, please contact [talktous@bridgendbrightfuture.org.uk](mailto:talktous@bridgendbrightfuture.org.uk) or please visit our website [www.bridgendbrightfuture.org.uk](http://www.bridgendbrightfuture.org.uk).

## Commitment

All members of Bridgend Local Service Board commit working together to ensure the delivery of the objectives in this community strategy.

<b>Organisation</b>	<b>Name and Designation</b>	<b>Date</b>
Bridgend County Borough Council	Jo Farrar Chief Executive	21st August 09
Bridgend County Borough Council	Cllr Mel Nott Leader	21st August 09
Environment Agency Representative	John Hogg Environment Manager	21st August 09
Abertawe Bro Morgannwg University NHS Trust	Debbie Morgan Director of IM&T and Performance Improvement	21st August 09
Abertawe Bro Morgannwg University NHS Trust	Win Griffiths Chair	21st August 09
Bridgend Local Health Board	Mathew Bunce Interim Chief Executive	21st August 09
Bridgend Local Health Board	Dr Edward Roberts Chair	21st August 09
South Wales Police	Liane James Acting Divisional Commander, Bridgend Division	21st August 09
Private Sector Representative	Gareth Bray Business Forum	21st August 09
Voluntary Sector	Heidi Bennett Director of Bridgend Association of Voluntary Organisations	21st August 09
Bridgend College	Mark Jones Principal	21st August 09
Welsh Assembly Government Link Civil Servant	Sue Armitage Head of Citizens First	21st August 09



# Appendix I – Action plan

Over the next 12 months we will be working on these projects.

## Strong Communities

Project	Activity	Milestone	Responsibility	Success Measure
Strategy development	Agree new ways that health and social services can be delivered in a more joined up way for older people	March 2010	Never Too Old Action Team	New plans agreed
Investigate	Look at the ways we are working now to make sure that older people are treated equally and fairly	Ongoing	Never Too Old Action Team	Older people will have access to services where they are not discriminated based on age
Investigate	<p>Review practices of engagement and participation of older people across Wales and develop recommendations for Bridgend County Borough</p> <p>Develop voluntary sector network to better inform and involve the third sector</p> <p>Develop a series of engagement and participation seminars to enable older people to voice opinions on specific issues pertaining to older people.</p>	<p>October 2009</p> <p>January 2010</p> <p>Programme for 2009/10 role out starting July 2009</p>	Never Too Old Action Team	<p>Develop a framework for engagement which will result in a more active engagement and participation from older people A regular meeting of voluntary and community sector organisations directly influencing the and helping us to improve services for older people</p> <p>Older people will be empowered to interface with directly with service areas developed of the partnership as a whole.</p>
	<p>Support frontline staff to undertake age awareness training to ensure they are more aware of issues pertaining to older people</p> <p>Develop a range of training opportunities for older people to better equip them with the skills and ability to voice their opinions.</p>	<p>April 2010</p> <p>April 2010</p>	Never Too Old Action Team	<p>Staff will be equipped to interface with older clients arms with the appropriate skills</p> <p>Older people will be empowered to voice their opinions and be heard</p>

Project	Activity	Milestone	Responsibility	Success Measure
PACT	<ul style="list-style-type: none"> <li>Review the PACT structure</li> <li>Monitor performance against anti-social behaviour targets</li> <li>Ensure PACT priorities are evaluated properly</li> </ul>	March 2010	Community Safety Partnership Quality of Life Group	Recorded crime and anti-social behaviour
Priority prolific offenders (PPO)	<ul style="list-style-type: none"> <li>Monitor the impact of the PPO unit</li> <li>Evaluate joint working for PPO offenders who are also on a drug intervention programme</li> </ul>	Ongoing	Never Too Old Action Team	Older people will have access to services where they are not discriminated based on age
Violent crime	<ul style="list-style-type: none"> <li>Evaluate the impact of current initiatives for reducing violent crime</li> <li>Evaluate the designated public places orders as a tool to tackle alcohol related violence</li> <li>Evaluate the MAPPA processes (dangerous offenders and domestic abuse)</li> </ul>	March 2010	Community Safety Partnership Public Protection Group and Late Night Economy Group	Recorded violent crime
Reassurance and marketing	Develop a communications strategy to help reduce the fear of crime	March 2010	Community Safety Partnership Communication Steering Group	Surveys with the Citizens Panel and other targeted surveys
Community cohesion – local action	Based on a survey with local people on attitudes, perceptions and experiences in equality and community relations, identify priority areas for action	Oct 2011	Bridgend County Borough Council Communities Directorate and Corporate Development and Partnerships	Citizens Panel survey
	Develop a local approach to support the implementation of the national strategy on community cohesion	March 2011	Bridgend County Borough Council Communities Directorate and Corporate Development and Partnerships	Citizens Panel survey
Community cohesion - hate crime	Deliver a programme of awareness raising activities across agencies and communities	December 2009	Bridgend County Borough Council Communities Directorate and Corporate Development and Partnerships	Citizens Panel survey

Project	Activity	Milestone	Responsibility	Success Measure
Develop and support the voluntary sector in Bridgend County	<ul style="list-style-type: none"> <li>• Set up a voluntary sector network for organisations supporting older people Network launch</li> <li>• Support engagement and participation of older people in the local decision making process</li> <li>• Support citizen engagement through facilitating four voluntary sector issue based forums: mental health, substance misuse, children and young people and older people feeding into the partnership structure.</li> </ul>	Oct 2009	Bridgend Association for Voluntary Organisations	Recorded crime and anti-social behaviour

## Young Voices

Project	Activity	Milestone	Responsibility	Success Measure
Bridgend Local Safeguarding Children Board	Ensure that children and young people are kept safe within their homes and local communities by making sure that Local Safeguarding Children Board has sufficient resources to promote and support safeguard across partners.	July 2009	Children and Young People's Partnership	Budget agreed by all partners, on a sustainable basis
Local Participation Strategy	Agree and implement a strategy that will include <ul style="list-style-type: none"> <li>• More different opportunities for all children and young people to get involved in service planning.</li> <li>• Increase participation amongst groups who find opportunities more difficult to access</li> <li>• Make sure that children and young people know their rights through developing a charter.</li> </ul>	December 2009	Children and Young People's Partnership	<ul style="list-style-type: none"> <li>• Changes to services influenced by what children and young people tell us</li> <li>• Conference held, to include a schools' council session, and a disabled children and young people's session.</li> </ul>
Family Support Strategy	Agree and implement a family support strategy to commission services across agencies for <ul style="list-style-type: none"> <li>• Improving parenting capacity.</li> <li>• Improving ante- and post-natal care for "at risk" groups of women so that children have a healthy start.</li> <li>• Increased numbers and choice of childcare.</li> <li>• Improved support for families with disabled children or young people.</li> </ul>	Strategy approved September 2009, 2010/11 services commissioned in accordance with its priorities	Children and Young People's Partnership	Family Support Strategy adopted by CYPP, and a range of services, as described, commissioned for 2010/11.
Inclusion Strategy	Ensuring that schools meet the needs of all children by including as many children with disabilities, behaviour and additional learning needs in mainstream schools	Continuing the inclusion programme begun in 2007/2008	Children and Young People's Partnership	Number of children with additional learning needs in mainstream schools

Project	Activity	Milestone	Responsibility	Success Measure
<p>The 14-19 Network, through its Annual Network Development Plan, aims to work with partners to increase the percentage of 16-18-year-olds engaged in employment, education or training.</p>	<ul style="list-style-type: none"> <li>• Working closely in partnership to extend the Local Option Menu and offer more vocational pathways post 16 at all levels and across all domains.</li> <li>• Extending the existing range of post 16 options by providing an innovative formal and non-formal learning pathways</li> <li>• Delivering a Post 16 Employability Compact endorsed by HEIs, local employers and Work Based Learning Providers.</li> <li>• Working closely with Careers Wales (Mid Glamorgan &amp; Powys), the Children and Young People's Partnership, Youth Support Services and the voluntary sector to target potential NEETs and provide them with appropriate support and guidance to help them meet their career goals, plans and aspirations.</li> </ul>	<p>January 2009 – March 2010 and ongoing.</p>	<p>Learning and Skills Network</p>	<p>Numbers of additional options for learning available.</p> <p>Number of young people not in education, employment or training.</p>

## Healthy Living

Project	Activity	Milestone	Responsibility	Success Measure
Chronic Conditions Management (CCM)	Implement the Bridgend LHB Chronic Conditions Management Local Action Plan	2008-2011	Bridgend Health & Social Care partner organisations; successor group to the Delivering Integrated Services (DIS) Steering Group & Project Board	We will use the range of measures as set out in the Chronic Conditions Management Dataset (baseline guide) to monitor the success we are making in improving all of the objectives identified which improve Chronic Conditions Management
	Maintain and further develop effective patient and public involvement across the Chronic Conditions Management service developments	April 2009 onwards		
	Implement the Community Integrated Intermediate Care Services (CISS) Model which includes the roll out of the reablement service across the whole County.	April 2009-March 2010		
Improving mental health and emotional wellbeing	Implement the Bridgend Local Mental Health Action Plan which includes further developing residential, daytime opportunity and treatment services	April 2009-March 2010	Bridgend Joint Mental Health Strategy Planning Team	We will use the range of measures as set out in the Local Action Plan, including opening a new daytime opportunity centre within Bridgend town centre
	Implement the Health Community Local Delivery Plan (LDP) for Mental Health which includes hospital and community services	April 2009-March 2010	Abertawe Bro Morgannwg University Health Community Project Board	We will use the range of measures as set out in the Local Delivery Plan including agreeing a care pathway for people with an eating disorder and early psychosis

Project	Activity	Milestone	Responsibility	Success Measure
Chronic Conditions Management (CCM)	Roll out the Siaradwn Ni 'Let's Talk' Big Lottery Fund programme across the County Borough which includes a suicide and self harm prevention training programme and a mental health anti stigma campaign	April 2009- March 2010	Siaradwn Ni Partnership Board	We will use the range of measures as set out in the Siaradwn Ni programme including increasing the number of people trained in Mental Health First Aid and ASIST (Applied Suicide Intervention Skills Training)
	Implement the 'Improving Futures' Action Plan which includes increasing access to counselling and support services	April 2009 – March 2011	Health Social Care and Well-being Partnership	We will use the range of measures as set out in the 'Improving Futures' Action Plan including reviewing and increasing the provision of accredited counselling within the community
	Implement the Health Community Local Delivery Plan (LDP) for Child and Adolescent Mental Health Services (CAMHS) which includes increasing equitable access to services for 16-17-year-olds and people with a learning disability	April 2009 - March 2010	Mid and West Wales CAMHS Network	We will use the range of measures as set out in the Local Delivery Plan including improving access to core treatment services

Project	Activity	Milestone	Responsibility	Success Measure
Reducing alcohol misuse	Develop a Substance Misuse Commissioning Strategy, which will plan what drug and alcohol services we need	July 2009	Community Safety Partnership – Substance Misuse Action Team	<p>We will measure the success we have in reducing alcohol misuse by reporting on the Welsh Assembly Key Performance Indicators for substance misuse services, in particular to</p> <ul style="list-style-type: none"> <li>- increase the number of treatment places (KPI1)</li> <li>- achieve a waiting time of no more than 10 working days between referral and assessment for services (KPI3)</li> <li>- achieve a waiting time of no more than 10 working days between assessment and care plan interventions (KPI4)</li> <li>- The number of individuals drinking over the recommended weekly alcohol limits</li> </ul>
	Provide more training and information to parents and workers to increase their knowledge of substance misuse	April 2009 onwards	Substance Misuse Action Team & Children and Young People Prevention, Education and Training Group	
	Have a campaign to reduce the availability of alcohol to under age people within the County.	May – Oct 2009	Substance Misuse Action Team and Community Safety Partnership	
	Provide more information and education for children and young people about drug and alcohol help and treatment services that are available locally.	April 2009 onwards	Substance Misuse Action Team, Children and Young People Prevention, Education and Training Group & Children and Young People's Partnership	

Project	Activity	Milestone	Responsibility	Success Measure
Encouraging healthy lifestyles	Implement the local authority Physical Activity Plan	Phase 1 April 2009 onwards	Physical Activity Group	We will measure the success in encouraging healthy lifestyles by monitoring the number of adults that report that they eat five fruit and vegetables a day. (LS5a), the number of adults that report that they exercise five times a week. (LS2a), the number of adults who report they smoke (LS1)
	Implement the Bridgend Food and Nutrition Action Plan	April 2009 – March 2011	Local Public Health Team	
	Further develop Health Challenge Bridgend	Sept 2009 onwards	Health Social and Care Well-being Partnership	
	Agree what different departments of the council can do to improve the health of staff and residents	April 2009 onwards	Health Social Care and Well-being Partnership	
	Promote Healthier Lifestyles in the workplace via the 'Healthworks' project	Apr 2009 onwards	Bridgend Regeneration and Environment Partnership	Measured by the numbers of companies involved in the scheme and the number of staff benefiting

## New Opportunities

Project	Activity	Milestone	Responsibility	Success Measure
Skills	Gap analysis of skills demand and supply Final draft Skills strategy Action plan developed and approved	July 2009	Bridgend Regeneration and Environment Partnership	Strategy agreed
Procurement	Review of public sector procurement processes Provision of training and support to local SME's and social enterprises to enable them to complete effectively Establishment of a local purchasing network.	Pending	Bridgend Regeneration and Environment Partnership	Participants in training and support  Participants in the network
Basic Skills	Basic Skills Strategy & Action Plans 0-14 & 14-19. i) Basic Skills Strategy approved and Action plans developed and approved. iii) Maximise the opportunities presented by EU Convergence funding through the Pre-VENT 11-13 programme.	July 2009  January 2009 onwards	Learning and Skills Network	Basic Skills Strategy approved and action plans produced Pre-VENT programme funding proposal produced by May 2009.
Adult Community Learning	Adult & Community Learning i) Implement the action plan targets identified in response to the June 2007 Area Inspection of adult & community learning in Bridgend, which are designed to ensure a more strategic approach to the planning and delivery of adult & community learning provision in the borough.	March 2009 onwards	Learning and Skills Network	Action Plan targets delivered on an ongoing basis from March 2009 onwards.

## Green Spaces

Project	Activity	Milestone	Responsibility	Success Measure
Implementation of Countryside Council for Wales grant aid programme 2008-2012	<p>Elements of the grant aid programme underway including</p> <ul style="list-style-type: none"> <li>• Education programme for Kenfig National Nature (approximately 50 events).</li> <li>• Audit of green spaces within the County Borough.</li> <li>• Otter and bridges survey.</li> <li>• Programme of countryside events for volunteers.</li> <li>• Underwater survey of Sker rocks.</li> </ul>	April 2012	Bridgend Regeneration and Environment Partnership	<p>Approx 50 events.</p> <p>Audit completed</p> <p>Survey completed</p> <p>Event programme developed</p> <p>Survey completed</p>
Cleaner streets and improved environmental quality	<p>Identify options for service improvements from a comprehensive review of street cleansing service</p> <p>Continuing tidy towns projects for two years of funding</p>	<p>September 2009</p> <p>March 2010</p>	Bridgend Regeneration and Environment Partnership	Number of schemes completed
Building rural Communities	<p>Help local people gain the skills and knowledge to develop their rural communities including</p> <ul style="list-style-type: none"> <li>• Training and information</li> <li>• Virtual Farm Tours</li> <li>• Top of the Mountain Community Arts and rural Events</li> <li>• Rural Timecentre</li> </ul>	To be completed by March 2011	Bridgend Regeneration and Environment Partnership	People involved in training and activities
Unlocking rural Bridgend	<p>Develop tourism facilities including</p> <ul style="list-style-type: none"> <li>• Breathing Spaces in the Garw Valley</li> <li>• Corridors to the Upper Garw Valley</li> <li>• Garw Environmental Action</li> <li>• Rural Tourism Development</li> </ul>	To be completed by March 2011	Bridgend Regeneration and Environment Partnership	Additional facilities provided
Bridgend real food culture	<p>Developing rural food economies through</p> <ul style="list-style-type: none"> <li>• Bridgend real food shop</li> <li>• Real food box scheme</li> </ul>	To be completed by March 2011	Bridgend Regeneration and Environment Partnership	Participation in schemes

Project	Activity	Milestone	Responsibility	Success Measure
Public rights of way	Prioritise improvements to physical access for equestrian groups, disabled people and those with mobility impairments	2011	Bridgend Regeneration and Environment Partnership	Number of routes with improved access for each group.
	Source additional funding for additional improvements	Ongoing		Additional funding secured.
	Make improvements to coastal paths linked to the Wales Coastal Access Improvement Programme	2012		Coastal path in place across the whole coast of Bridgend County
Safe and sustainable travel	Prepare safe routes in communities action plans and prepare bids for funding for schemes	Submit two bids in October 2009 and one annually afterwards	Bridgend Regeneration and Environment Partnership	Value of funding secured. No. of schemes implemented

## Proud Past

Project	Activity	Milestone	Responsibility	Success Measure
Maintain our heritage	<ul style="list-style-type: none"> <li>Maximise expenditure of Townscape Heritage Initiative grant aid within Maesteg and Bridgend town centre conservation areas</li> <li>Submit Phase II Bridgend Townscape Heritage Initiative grant scheme to the Heritage Lottery Fund</li> <li>Prepare a built heritage strategy</li> <li>Begin to implement recommendations of buildings at risk survey</li> <li>Complete first draft list of buildings of local architectural or historic importance</li> </ul>	End 2015  November 2009  2012  2012  2015	Bridgend Regeneration and Environment Partnership	Number of restoration projects undertaken
Provide a welcoming experience to visitors and businesses	<ul style="list-style-type: none"> <li>Improve the key gateways into the County by implementing 10 schemes by 2010</li> <li>Prepare Management Plans for Maesteg and Bridgend Town Centre Conservation Areas, and Porthcawl Conservation Area with consideration for a boundary extension</li> <li>Protect the historic character and appearance of our town centre conservation areas by promoting repair and refurbishment</li> <li>Promote heritage as a catalyst for environmental improvements through the HERIAN ( Heritage in action) initiative</li> <li>To continue to produce marketing literature relating to towns and villages promoting their cultural and heritage attributes</li> </ul>	2010  2013  Following on from above  Joint working to be continued dependent on reorganisation of the initiative  Literature distributed	Bridgend Regeneration and Environment Partnership	10 schemes by 2010           Pending SLA and action plan           Two booklets updated and one new booklet developed

## Proud Past

Project	Activity	Milestone	Responsibility	Success Measure
Porthcawl Regeneration	<ul style="list-style-type: none"> <li>Procure a developer for the 7 Bays project</li> <li>Obtain outline planning consent for phase one and two</li> <li>Produce the Porthcawl Regeneration Action Plan</li> <li>Implement two schemes from the Porthcawl Regeneration Plan</li> </ul>	<p>April 2010</p> <p>February 2012</p> <p>June 2010</p> <p>April 2012</p>	Bridgend Regeneration and Environment Partnership	<ul style="list-style-type: none"> <li>Contracts exchanged</li> <li>Receipt of planning consent</li> <li>Strategy agreed</li> <li>Schemes completed</li> </ul>