

Bulletin

SPECIAL EDITION



March 2014

Corporate Plan Summary 2013-17

This special edition of Bulletin provides a summary version of Bridgend County Borough Council's Corporate Plan 2013-17.

Across Wales, local authorities will face unprecedented challenges over the next few years as they seek to provide public services against a backdrop of reduced funding and limited resources. Despite this, Bridgend County Borough Council remains committed to its vision of working together to improve lives.

Our Corporate Plan and improvement priorities set out how we will achieve that vision and meet local needs by developing innovative or different solutions – for example, by delivering services jointly with partners and communities, focussing on early interventions to help people maintain their independence or supporting citizens to take greater responsibility for improving their health and wellbeing.

Our Improvement Priorities for 2013-17

Working together to develop the local economy

Working together to raise ambitions and drive up educational achievement

Working with children and families to tackle problems early

Working together to help vulnerable people to stay independent

Working together to tackle health issues and encourage healthy lifestyles

Working together to make the best use of our resources

These six improvement priorities identified in the Corporate Plan 2013-17 are the things that citizens have told us are most important. Set out below are the key actions we will be taking in 2014-15 to achieve each improvement priority.

Improvement Priority 1

Working together to develop the local economy

Our commitments for 2014-15:

We will continue to regenerate our town centres, actively look for new funding opportunities and encourage new investments to help boost our local economy, provide extra employment opportunities and attract more visitors to the county borough.

We will:

- complete the current programme of regeneration works in Bridgend town centre;
- begin a new programme of works to develop retail, office and residential sites in Bridgend town centre subject to the success of our bid for funding to the Welsh Government;

- reappraise development options and continue to manage regeneration projects in Porthcawl;
- commence the development of the Ewenny Road site in Maesteg and develop proposals for future development in the Llynfi Valley;
- work with neighbouring local authorities to provide focused support for businesses to help them to invest and create jobs;
- improve transport, pedestrian and cycle links between the bus and rail network and employment and education sites;
- complete the final year of the three-year highway

- improvement programme to improve the condition of our roads;
- engage with people and communities to understand their learning needs so that courses are developed that meet those needs and employment prospects improved;

- establish a county borough wide provision with partners that will help people to gain skills and training that leads to employment; and
- establish the Bridgend Tourism Partnership and work with partners to improve accommodation, attractions and events.



Improvement Priority 2

Working together to raise ambitions and drive up educational achievement

Our commitments for 2014-15:

We want to secure a big change in the rate of improvement so that, by September 2015, children are functionally literate and numerate at the end of their primary education, and at least 60% of young people achieve the level of qualification expected of them at GCSE.

We will:

- use data to ensure we better understand the performance of individuals and groups of learners and offer extra help at an earlier stage in their education;
- support schools to meet pupils' additional learning needs and the needs of more-able pupils who need extra support to reach their full potential;
- monitor and seek to improve the effectiveness of schools through the

- Central South Consortium;
- reduce the number of young people not in education, employment or training (NEET);
- provide 14-19 year olds with the advice they need to ensure they engage in the right type of qualification for them;
- develop and implement the school attendance strategy;
- provide community focused schools that support the needs of all learners and their local community;
- develop opportunities for local participation in sports leadership and accredited learning programmes for young people; and
- promote libraries and implement a series of programmes designed to get more children and young people to enjoy reading.



Improvement Priority 3

Working with children and families to tackle problems early

Our commitments for 2014-15:

We want to achieve more positive changes for more children and families.

We will:

- put systems in place so that families need only tell their stories once using the Joint Assessment Families Framework;
- increase the number of staff in a named key worker role within the Multi-Agency Community teams;
- continue to develop partnership working arrangements with relevant partners;
- improve the way we and other agencies help

- families address the root cause of their problems;
- increase the number of family support workers and train them to help families make the decisions that are right for them;
- implement Looked After Children strategy and the regional adoption service;
- implement a reconfigured 'Families First' programme; and
- increase the number of children benefiting from Flying Start nursery provision by expanding the service into Lewistown, Blackmill and Sarn.



Improvement Priority 4

We want to ensure effective care and support is given to people when it is needed.

We will:

- continue to bring health and social care together in order to appropriately respond to older and disabled people and further develop preventative services within the community;
- work with partner organisation(s) to remodel our homecare and residential services;
- review the commissioning arrangements with the third sector to ensure the right support and services are in

Working together to help vulnerable¹ people to stay independent

Our commitments for 2014-15:

- place;
- create alternatives to hospital admission including respite, crisis provision and carer support;
- ensure standards are in place and monitored to improve quality of care;
- develop an agreement with partners to address the needs of carers across the Western Bay region;
- continue to develop new models of service and support for people during the day;
- develop an accommodation strategy with a range of supported accommodation



- options;
- increase accommodation options for households who are homeless or threatened with homelessness;
- review the Private Sector Housing Renewal and Disabled Adaptations

- Policy to ensure it is meeting needs and delivering value for money; and
- continue to work with partners to mitigate the impacts of UK Government Welfare Reforms.

¹ For the purpose of this plan, vulnerable people are defined as those individuals at risk of losing their independence, if they do not receive advice or support

Improvement Priority 5

We want to encourage more people across the county borough to live healthily and to see increased participation in physical activity across all population groups.

Working with public health and other partners, we will:

- further develop targeted projects to encourage better health with a particular focus on the Llynfi Valley and a reduction of smoking;
- implement a series of early years programmes to encourage more physically active households;
- complete the re-development of Bridgend Recreation Centre and re-launch it as Bridgend Life Centre by July 2014;
- deliver the National Exercise Referral Food Wise

Working together to tackle health issues and encourage healthy lifestyles

Our commitments for 2014-15:

- Programme in partnership with HALO Leisure Ltd to help address obesity levels and encourage better weight management across the county borough;
- remove or reduce barriers to being physically active for underrepresented groups by delivering the sport and physical activity objectives of the Strategic Equalities Plan;
- support the implementation of the Active Travel Bill by developing walking and cycling initiatives;
- develop effective preventative support services which will enhance people's wellbeing and contribute to a healthier lifestyle; and
- protect and promote the health, safety and wellbeing of our employees.



Improvement Priority **6**

Working together to make the best use of our resources

Our commitments for 2014-15:

We need to make £11.3 million savings in 2014-15 and prepare for further savings in future years while driving improvements in priority areas.

We will:

- continue to develop our Medium Term Financial Strategy aligning our resources to our improvement priorities;
- deliver the 'Making Best Use of Resources' projects in Bridgend Change Programme for the coming year;
- continue to rationalise and improve council systems and processes;
- deliver the savings proposals identified in the 2014-15 budget;
- complete our procurement and commissioning review;
- share best-practice and take action, where necessary, to reduce



- absence levels;
- implement the Asset Management Plan (AMP) 2014-15 actions, including energy and carbon reduction measures;
- work towards a

- collaborative land agreement for Parc Afon Ewenny (Waterton);
- deliver the enhanced disposals programme;
- review the work with our partners, including the Local Service Board and

- the third sector;
- develop a management competency framework and organisational development plan; and
- further develop mechanisms to enhance customer feedback.

Delivering this plan

We will ensure that this plan is delivered by:

- Aligning allocation of resources with our improvement priorities.
- Establishing clear accountabilities and responsibility for actions in our directorate and service business plans and individual work plans.
- Measuring and monitoring success through our performance management framework.

You can access the full Corporate Plan by visiting the priorities and performance pages of www.bridgend.gov.uk

Want to know more?

For more information, please contact the Corporate Improvement Team

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