



Bridgend County Borough Community Strategy
2005 - 2016





Introduction

Under the 2000 Local Government Act, local councils must prepare, in partnership, a community strategy for their area to improve the social, economic and environmental well-being of their area. In Bridgend county borough, the Local Strategic Partnership (LSP) is taking the lead in developing the community strategy. The LSP was set up in 2003 and involves the public, private, voluntary and community sectors. Our purpose is to develop more effective ways of working together to achieve better results for local people. Our mission is

*To steer the county borough's natural,
human and financial resources to help residents
lead independent lives to the full.*

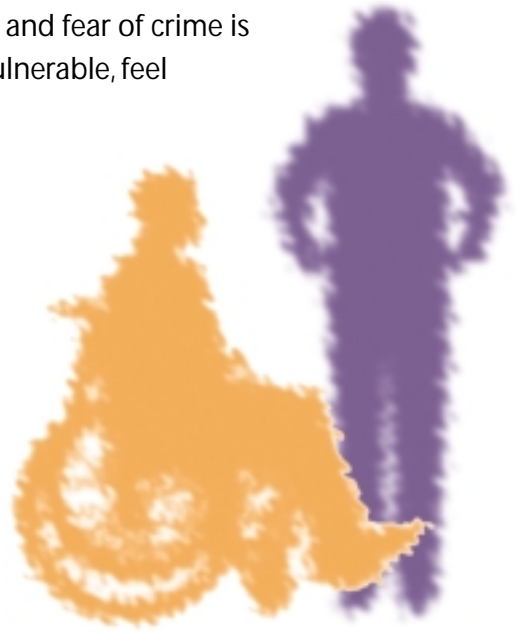
Consultation and research have told us about the main priorities to tackle to improve the county borough for the future. From this we developed a draft community strategy which set out our aims and objectives for the coming years. From June to October 2004, we consulted widely on our draft strategy and this current community strategy reflects the results of that consultation.

The Vision for the County Borough

We all know that the county borough will be a different place by 2016 but we don't know what it will look like. We cannot predict the pace of change, but we can predict change will happen. Rather than taking a crystal ball to look into the future, in this community strategy we are suggesting a direction of travel. Our aims are to

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

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



- Helping more people into jobs
- Improving health and well-being
- Developing strong and safe communities
- Creating better jobs and skills

and with their fundamental themes of equality and sustainability.

Our Principles

Identifying principles is about reminding ourselves to look at the bigger picture. They help to draw together plans and activities across the whole of the community strategy to ensure that the strategy works for the whole community. These principles are

- **Building cohesive communities**
- **Sustainability**
- **Prevention**
- **Empowerment**
- **Sharing information**

The LSP will make sure that equalities and diversity are mainstreamed into the development and implementation of the aims and objectives of this community strategy. This will be done by adopting an equalities impact assessment toolkit which will also help the LSP and its constituent organisations to fulfil their duties under anti-discrimination legislation. In addition, the LSP abides by the Bridgend Compact. The purpose of the Compact is to improve and consolidate working relationships to develop the quality of services to the people of the county borough.



Structure of the Community Strategy

We have consulted with local people and communities and worked with our colleagues in key partnerships and organisations across the county borough to translate this vision into a strategy that will direct our joint action. Whilst this strategy has a number of specific themes, it is important to recognise that there are key issues that cut across all these themes. For example, learning is the key to achieving economic prosperity, improving quality of life and achieving a more inclusive society and is central to increasing and sustaining access to opportunity. It is, therefore, important to look at the aims and objectives in this strategy as a whole.

Set out below for all of the themes are our long term aims for the life of this strategy to 2016 and medium term objectives to 2012. They reflect the key issues that local people and communities have told us were important to them and they are drawn from the aims and objectives of all of the key partnership and service strategies.

The short term action plan for 2005-2006 for this strategy is in a separate document as it will need to be revised more frequently. It contains a specific action plan for the LSP in taking forward the themes of access to opportunity and transport, access to services and information and working better together. The action plan will be reviewed on an ongoing basis and whilst our priorities will not change, our actions will do so to reflect our achievements and the need for challenge and continuous improvement. In addition, the LSP will review the aims and objectives in the community strategy every three years to ensure that they remain relevant to the needs of the people of the county borough. The first strategy review will take place in 2008.



Aims and Objectives

Working Better Together

We feel our best approach in this first community strategy is to clarify and develop links between the strategies and between existing partnerships. We also want to develop our own ways of working to provide the framework within which the objectives of the community strategy can be realistically achieved. Many of the partnerships' strategies have included objectives around working together better with other service providers and in planning services in a more integrated way. In consultation, local people felt that being included and being listened to were important issues, both as individuals and as communities.

The intention is not to reinvent wheels and waste time – the LSP does not want to be just another talking shop - and so the key to our community strategy is making the links with and between existing partnerships, working with them, with organisations and with local people to achieve the aims of the community strategy.

Therefore we want to include a long term aim to have a robust partnership culture in the county borough that promotes common goals, effective collaboration and greater trust between organisations.

In the medium term our objectives are

- To have a fully integrated service planning and consultation framework across the public sector (WBT1)
- To encourage good practice in partnership working, both within individual partnerships and across the county borough and incorporating the provisions of the Bridgend Compact (WBT2)



- To have effective communication amongst organisations, partnerships and service planners (WBT3)
- To ensure that monitoring and evaluation are at the heart of a robust strategic planning framework across the county borough. (WBT4)

The LSP will take a lead on these issues through engaging and working with our key partnerships.

Community Safety

The community strategy's vision identifies that we want to have safer communities, where crime levels decline and fear of crime is tackled so that all local people, especially the most vulnerable feel safe and secure.

Local people and communities tell us that tackling community safety and antisocial behaviour is important to them.



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

In the medium term we will work with the Safer Bridgend partnership to engage in two areas of work which are likely to have significant impact on the future levels of all crime, disorder and drug misuse within the county borough

- To reduce the number of children and young people who are at risk of developing anti-social (including criminal) tendencies in their teenage years, because of family circumstances and/or living environment (CS1)
- To strengthen community spirit and community resolve to challenge anti-social (including criminal acts), thereby creating an environment in which it is difficult for such behaviour to flourish (CS2)

The key strategy is the crime reduction strategy 2005-2008 which includes actions for this short term. Copies of the strategy and action plans are available from the community safety partnership coordinator on 01656 643530, email communitysafety@bridgend.gov.uk.

Employment and Economic Regeneration

Our vision is to increase prosperity by investing in life long learning, improving skills and supporting new business, as patterns of employment and lifestyles change. Local people were keen to see more employment opportunities in the county borough, particularly for young people and felt that the development of our town centres in a sustainable way was also important.

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

Our medium term objectives are to

- Improve the range of business support, ensuring that it is widely available and assists the competitiveness of local companies (EER1)
- Develop a more motivated, highly skilled and well-educated workforce (EER2)
- Provide an infrastructure of transport, communications and land development, which attracts and retains local businesses. (EER3)





We will work with the county borough Economic Partnership and the Community Consortium for Education and Training to achieve these objectives. One of the key documents directing progress in this area is the Economic Regeneration Strategy and Action Plan, developed by the Economic Partnership. You can contact the Partnership through its coordinator at hallim@bridgend.gov.uk or on Bridgend 672924. Another key partnership is the Bridgend Community Consortium for Education and Training which can be contacted at durbik@bridgend.gov.uk or on Bridgend 642697

Children and Young People

Implicit in our vision for a better future for the county borough is the need to ensure that our children and young people have the best possible start in life and are supported to achieve their full potential. In consultation

local people and communities want to see more and better opportunities for children and young people and it was felt that the focus needed to be on early intervention and prevention.

Our long term vision is to ensure that all children and young people

- have a flying start in life and the best possible basis for their future growth and development
- have access to a comprehensive range of education, training and learning opportunities, including acquisition of essential personal and social skills
- enjoy the best possible physical and mental, social and emotional health, including

freedom from abuse, victimisation and exploitation

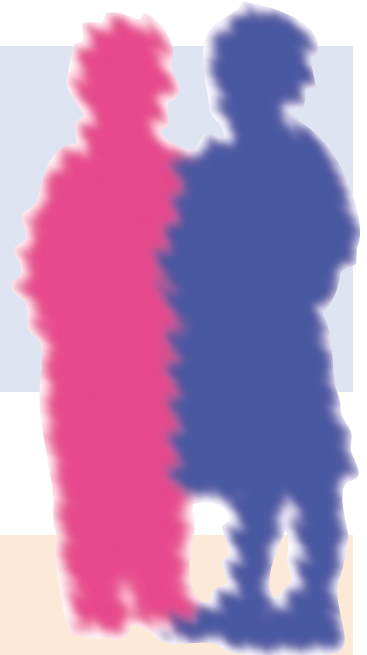
- have access to play, leisure, sporting and cultural activities
- are listened to, treated with respect, and are able to have their race and cultural integrity recognised
- have a safe home and a community that supports physical and emotional well-being
- are not disadvantaged by child poverty.

These are based on the Welsh Assembly Government's Core Aims for Children and Young People

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

- ensuring equality of access to childcare services by addressing the key deficiencies in the valley areas of inadequate accommodation for childcare and insufficient numbers of trained staff (CYP1)
- developing early preventative approaches through the development of an integrated family support service, initially targeted at those most in need (CYP2)
- encouraging healthy lifestyles amongst children and young people at risk, covering issues such as substance misuse (including alcohol and tobacco), nutrition, sexual health, exercise and mental health (CYP3)
- ensuring equality of access to a range of cultural, recreational, sporting and leisure activities for young people living in areas with public transport deficiencies (CYP4)

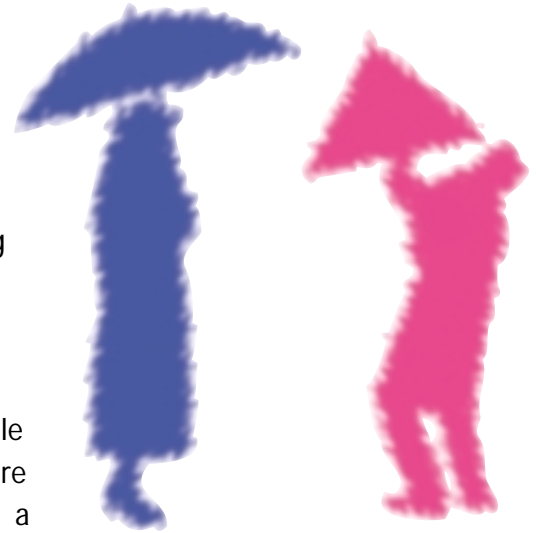
The key partnership in this area is the Children and Young People's Framework Partnership, incorporating the children's partnership and the young people's partnership. We will support



this Partnership in the achievement of these objectives. The Partnership can be contacted via the Partnership Coordinator at joneslm@bridgend.gov.uk or on Bridgend 643224. The key strategies are the children's strategy, the young people's strategy and the Cymorth plan.

Older People

Our vision looks to improve quality of life for all, where people of all ages can enjoy living, working and relaxing and where they feel they can live life to the full. Older people are a significant proportion of the population and play a large role in the life of the county borough. Feedback from our consultation highlighted the importance that local people place on the older people in their community and want to see more done for them.



Our long term aim is to

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

In the medium term our objective is to ensure that, if needed, co-ordinated assessment is available at an appropriate level with improved services in place that will

- combat loneliness
- prevent deterioration in health and circumstance
- actively support their independence
- positively support carers (OP1)

The key partnership in this area is the Older Persons Strategy Partnership who have developed the Older Persons Strategy and this Partnership will be the LSP's vehicle for achieving the above objective. Contact can be made with the Partnership via Bridgend County Borough Council, telephone Bridgend 642236 or email crossj@bridgend.gov.uk

The Environment

Our vision seeks to protect and enhance our local and global environments. This can be achieved through encouraging a more sustainable pattern of development, an integrated transport system and by promoting increasingly sustainable lifestyles and a healthy respect for the environment. Moreover, in consultation local people tell us that looking after the environment is important to them.



In the long-term, our aim is to reduce the potential detrimental environmental impacts on the local and global environments and engender respect for the environment to secure a higher quality of life.

In the medium term our objectives are

- To bring the natural environment under positive management including the conservation of habitats and species and to conserve and enhance the historic built environment and to have the air, water and land environment meeting national quality standards through the minimisation of detrimental environmental impacts. (E1)
- To promote and encourage an improvement in the environmental performance of the public sector, local communities, households and local employers. (E2)
- To promote more sustainable lifestyles and practices within the community, local businesses and households to secure a higher quality of life and respect for the environment. (E3)

- To support and strengthen those partnerships that are working to raise awareness for and commitment to sustainable development. (E4)
- To instil in local communities a pride in their surroundings through involvement and participation in a programme of community-supported sustainable development and environmental improvement projects. (E5)
- To provide and encourage full enjoyment and understanding of the natural and built environments through improvements to access routes and interpretation, together with promotion of the social and health benefits and value of outdoor exercise. (E6)

Key partnerships in this area are the Bridgend Biodiversity Partnership, the Bridgend Environmental Education Partnership, the Bridgend Heritage Partnership and the emerging Bridgend Environmental Partnership and the LSP will coordinate and work with these to achieve the objectives above. For more information on these, please contact Bridgend County Borough Council on 01656 643170 or e-mail moonsj@bridgend.gov.uk

Key strategies are the Local Biodiversity Action Plan, the Countryside Strategy and Integrated Action Plan, the Swansea Bay Shoreline Management Plan, the Unitary Development Plan, the Municipal Waste Management Strategy, the Local Transport Plan and the Local Agenda 21 Strategy.

Health and Wellbeing

Our vision is to see a healthier county borough, by tackling health inequalities and promoting healthy lifestyles. In consultation local people and communities wanted to encourage healthy lifestyles and to see people taking more responsibility for their own health, but were also keen to see easier access to health information and services.



Our long term aim is to ensure that the county borough is a healthy place to live, work and visit.

In the medium term, our objectives are

- To improve the health and wellbeing of local people living and working in the County borough and to reduce inequalities in people's health (HWB1)
- To improve access to planned and emergency health services, leisure and social care facilities (HWB2)
- To ensure that the people of the county borough have access to first class services delivered by organisations working together (HWB3)
- To enhance opportunities for healthy living and empower people to take responsibility for their own health. (HWB4)

To achieve these objectives, the LSP will work with the major partnership in this area which is the Bridgend Partnership Board, a partnership between health organisations, Bridgend County Borough Council and the voluntary sector. The Partnership Board has been key to the development of the Health, Social Care and Wellbeing Strategy which is the central partnership strategy with this focus. To find out more about this strategy, contact the partnership coordinator on Bridgend 643503 or email twedij@bridgend.gov.uk.

Access to Opportunity and Transport

A key issue that emerged from consultation was that of access. Access can have a fundamental effect on how people engage in the life and benefits that their community can offer; barriers can include finance, mobility, level of education, understanding, language and disability. Our vision is to have a more inclusive county borough, where people, particularly those who are more vulnerable or are more likely to be excluded, are supported to maximise their potential and live a full life. Our consultation found that local people felt that having access to opportunities could achieve not only economic benefits from employment but could support

inclusion through basic skills, supporting family and community life and the social and personal benefits that learning and improving skills can bring. Local people and communities also specifically identified that access issues around transport were particularly important to them.

Our long term aims are to increase the opportunities for everyone within the county borough to contribute to their communities and to the regeneration of the county borough and to promote and support a sustainable and integrated transport infrastructure within the county borough that will contribute to the health, safety and well-being of all who live, work, visit and pass through the county borough.

In the medium term our objectives are

- To remove barriers to access to create opportunities for everyone, including the economically inactive to contribute to the economic regeneration and wellbeing of the county borough (AOT1)
- To promote the integrated use of all public, private, community and volunteer transport facilities (AOT2)

Bridgend County Borough Council is already working to improve transport access across the county borough and has developed plans such as the Local Transport Plan in order to do so. The LSP's role will be to take a lead on coordinating action on this theme, working closely with all partnerships who have identified access as a common issue in all their work.



Access to Services and Information

The other aspect of access that our consultation brought out is that of access to services and information. A huge range of services are available throughout the county borough. However, across all the themes and across all services, local people expressed the frustration of not knowing what is available and who does what.

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

Our medium term objective is

- To support the provision of an effective and integrated information service across public sector organisations within the county borough (ASI1)

The LSP will take a lead on this issue working with partnerships and public sector service providers.



Further Information

We have a range of supporting documents for the community strategy. These include

- 2005 – 2008 action plan
- needs assessment
- results of the consultation
- LSP membership and constitution
- LSP minutes and agendas
- Consultation and participation plan
- Communications strategy

If you would like any of these documents, would like further information on the community strategy or think that you can help us achieve the aims of the strategy, you can find them online at www.bridgendlsp.org.uk or you can

Write to

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