One Conwy

Working Together for a Better Future

2012 - 2025

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If you would like to speak to someone about this plan contact the partnership support team on:
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Welcome to One Conwy, Conwy Local Service Board’s vision for the future of Conwy County Borough. This document sets out a clear direction for all Public Service agencies, to improve the lives of the people of Conwy. There are also suggestions on what you can do to help make Conwy County Borough a better place to live, work and visit.

Conwy Local Service Board consists of the Chief Executive and Leader from Conwy County Borough Council, Welsh Government, North Wales Police, Betsi Cadwaladr University Health Board, North Wales Fire and Rescue Service, Coleg Llandrillo, Conwy Voluntary Services Council, Snowdonia National Park Authority, Environment Agency, Registered Social Landlords (currently represented by Pennaf) and North Wales Economic Forum. The aim of the Board is to be the strategic and innovative local leadership team who work together to improve the lives of the citizens of Conwy.

By working together and sharing resources we will aim to tackle the long term and complex problems our county is facing, such as poor health and economic problems. By working in partnership we can respond better to the challenges we are facing and get better value for the Conwy pound.

In the past we have had to produce a number of different partnership plans to achieve these aims, but One Conwy merges all these plans and strategies into one, clear, long term plan:

- Children and Young People’s Plan
- Health, Social Care and Well-being Strategy
- Community Strategy
- Community Safety Plan

Working together doesn’t just mean working with other organisations; it also means working with individuals and communities. This document has given us an opportunity to listen to people who live in, work in or visit Conwy County Borough, to ensure we are setting the right priorities to achieve improved outcomes for people. We are also undertaking community appraisals and developing locality plans to ensure that the needs of individual communities are taken into account. We will make sure that we regularly update you on how we are doing.

By working together, the Local Service Board will strive to make One Conwy’s key outcomes a reality.

Conwy Local Service Board
Overview

Conwy County Borough (Conwy CB) is centrally located in North Wales. Conwy CB has an area of 113,000 hectares and a population of 111,400 residents (mid-2009 estimate).

People in Conwy are educated and skilled

- In 2010, 30% of the working age population had qualifications at NVQ level 4 or above (HND, Degree and Higher Degree level qualifications) and 13.5% of the working age population were without any formal qualifications.
- 68% of school pupils achieved the equivalent of 5 or more A* to C GCSEs in 2010, up from 50% four years ago. Despite good progress this is still well below schools in England who showed an average of 76% of pupils achieving the equivalent of 5 or more A* to C GCSEs in 2010.
- The latest population figures show a gap in the 18 to 34 year age group. Many young people leave the area for higher education but often the county fails to attract them back. Consultation conducted with Bangor University students in 2010 identified the lack of employment opportunities as one of the key issues.

People in Conwy are safe and feel safe

- Conwy CB is one of the safest places to live in England and Wales, with just over 7,000 recorded crimes in 2010-11. This is a rate of 63 crimes for every 1,000 people compared to a rate of 68 in Wales and 76 in England and Wales.
- There were 6,620 reports of anti-social behaviour in Conwy CB in 2010-11, a decrease of 10% over the last three years. However, the British Crime Survey shows that perceptions of anti-social behaviour in North Wales are higher than in similar parts of England and Wales.
- Conwy CB has the third highest rate in Wales for people receiving treatment for alcohol misuse, with over 1,000 referrals in 2009-10.
- Although the rates for drug misuse in North Wales and Conwy CB are below the average for England and Wales, the British Crime Survey shows that perceptions of drug abuse, within the community, are higher than in similar parts of England and Wales.

People in Conwy live in safe and appropriate housing

- Conwy CB contains around 55,000 dwellings to support a population of 111,400. House prices in Conwy CB rose to 2.6 times their April 2000 value, compared to 2.4 times in Wales and 2.2 times in England and Wales. By comparison the average wage in the county has only increased by a factor of 1.4.
- Of the 55,000 dwellings in Conwy CB, 1,300 have been identified as houses of multiple occupancy (HMOs), the majority of these being in the Abergele-Pensarn, Colwyn Bay and Llandudno areas.

People in Conwy are healthy and independent

- At 28% of the population, Conwy County Borough has the largest proportion of post-retirement age residents in Wales and 1 in 5 households are occupied by lone pensioners.
- Over 12,000 people in Conwy County Borough provide unpaid care and over a quarter of these carers (more than 3,200 people) provide 50 or more hours of care a week.
- Compared to other unitary authorities in Wales, the residents of Conwy CB lead quite healthy lifestyles, but significant improvement is still needed.
• Around 53% of our population are overweight or obese - slightly less than Wales at 57%
• 22% of the population are smokers compared to 24% in Wales
• 31% of the population meet the recommended physical activity guidelines of five 30 minute exercise sessions a week compared to 30% in Wales
• 41% of the population report eating the recommended 5 a day fruit or vegetable portions compared to the Welsh average of 36%

People in Conwy live in a county which has a thriving economy

• The economic climate has affected all public sector finances. For Conwy County Borough Council this has meant a total budget shortfall of just under £14.2 million for the three year period 2009/10 to 2011/12
• There are approximately 39,700 PAYE jobs within Conwy CB and 47,600 working residents. 26% of Conwy’s working population travel out of the area for employment. The county also has a higher proportion of part-time jobs than the rest of Wales (42% compares to 32%) and significantly lower average salaries for full-time jobs – £418 compared to £451 per week average in Wales.
• Recent years have seen a sharp increase in the number of 18 to 24 year olds who are unemployed and claiming Job Seekers Allowance, rising from 6.4% in July 2008 to 10.1% in July 2011. This is well above the average for Wales and Great Britain.
• Just under 31% of households in Conwy CB are living in poverty.
• By the end of 2011, average electricity prices are expected to have increased by 70% and average gas prices by over 110% compared to 2005.
• Tourism is a significant sector in the local economy, directly employing 6,300 people in Conwy CB and indirectly accounting for as many as 11,200 jobs, which is 30% of the total jobs available. Tourism brings in over 500 million pounds each year to the local economy, between 30% and 40% of the total value. Farming in Conwy directly employs 1,344 full time workers and 1,135 part time/casual workers.
• 6,800 people or 9% of the working population (compared to 8.2% of Wales) are self employed.

People in Conwy live in a sustainable environment

• The quality of our natural environment is the reason many people choose to live, work and visit the county of Conwy.
• Conwy CB contains 13km of Heritage Coast, designated by the Countryside Council for Wales as having notable natural beauty or scientific significance. Some 20% of the county has also been designated Sites of Special Scientific Interest (SSSI), which are protected conservation areas and are recognised as part of the UK’s very best wildlife and geological sites. In addition, Snowdonia National Park (which has the highest level of landscape protection), was the first and largest National Park in Wales and has an area equivalent to one third of its total size within Conwy CB’s boundary.
• Around 60,000 tonnes of household waste is generated in Conwy CB each year, of which 42% was reused, composted or recycled in 2010/11.

People in Conwy live in a county where heritage, culture and the Welsh language thrive

• Census figures show that around 29% of the population aged 3 years old or over are Welsh speakers – considerably above the all-Wales figure of 20.5%.
• Conwy CB has a dense network and range of culturally significant heritage sites, buildings and features, including 1,730 buildings statutorily listed as being of special architectural or historic interest.
There are 159 statutorily protected scheduled ancient monument and 25 registered historic parks and gardens in Conwy.

People in Conwy are informed, included and listened to

- The way people access information has changed significantly in recent years with internet usage in Wales increasing from 42% of households in 2004 to 60% of households in 2008.
- Six areas in Conwy CB feature in the 10% most deprived in Wales for access to services (WIMD 2011). Isolation within the rural community is a particular issue for those who are older, younger or on lower incomes, and can contribute to other health and wellbeing problems.

Conwy tomorrow?

- The number of elderly people in Conwy CB is projected to increase significantly over the next 10 years as a result of increased life expectancy and the baby boom generation entering retirement. This will increase the number of people over the age of 65 by 30% and the number of people over the age of 85 by 60% by 2025.
- Across the UK self reported mental health problems have increased significantly and are set to continue to rise. There will be significant increases in the number of people with dementia due to the increase in people over the age of 65.
- It is predicted, by 2050, 60% of males and 50% of females in the UK will be obese placing enormous strain on the NHS because of weight-related conditions such as diabetes, stroke and heart disease.
- Climate change is likely to increase the risk of flooding over time. According to the Environment Agency, sea levels could rise by as much as one metre over the next century. It is also expected that the coastline will be subjected to more frequent and severe storms and wave action.
- Based on current rates of growth, it is predicted that almost all households in Wales will have access to the internet inside the next 10 years.
What we want to achieve

- Children and young people have a flying start in life through childcare, part-time education and parenting
- Young people are engaged in and have equal access to education, employment and training
- People have access to a wide range of learning opportunities
- People have the skills to get and maintain a job and have the opportunity to improve their skills, qualifications, experience and employability
- A co-ordinated approach to improve numeracy and literacy

How we will know we have made a difference

An increase in:

- Children achieving 5 or more A* to C GCSEs
- Volunteers
- Working aged adults qualified to National Qualification Framework Level 2, 3 and 4
- Literacy and Numeracy Skills
- 16-24 year olds who have the skills that they need to start work

A decrease in:

- Working aged adults with no qualifications
- 16 - 24 year olds not in education, employment or training

What you can do

- Give your child the best start in life by reading to them from an early age. Why not borrow some books from your local library? You can join your library online - call (01492) 576139
- Encourage your children to take part in activities i.e. Youth Service, Playschemes etc. For more information go to the Young Conwy website or email post@youngconwy.com
- Take part in the Duke of Edinburgh Awards Scheme. Visit their website - call (01874) 623086
- Find out about courses in your area - call (01492) 546666
- Find out about Open University courses - call 0845 3006090
- Take an evening class
- Discuss your career options and funding with Careers Wales - call (01248) 672800
- Volunteer through the Conwy Voluntary Services Council - call (01492) 871110
- If you are 16 and over and are in receipt of Income Support, JSA or have a work limiting health condition contact Genesis 2 who can provide one to one and group support to overcome barriers to work, learning and training eg: confidence, basic skills, qualifications, childcare and transport - call (01492) 576360
- Visit the Directgov website for information on jobs and skills
Outcome 2
People in Conwy are safe and feel safe

What we want to achieve

• Reduce crime and its impact on the community
• Reduce re-offending
• Effectively tackle anti-social behaviour and behaviour adversely affecting the environment
• Reduce harm caused by alcohol and substance misuse
• Effectively tackle domestic abuse
• Children, young people and vulnerable adults are safeguarded
• People are free from bullying and hate crime
• People are free from accidents

How we will know we have made a difference

A decrease in:
• Crime
• Crimes linked to licensed premises
• Criminal damage
• Anti-social behaviour
• Environmental crime
• Re-offending
• Road traffic accidents

An increase in:
• support for victims of domestic violence

What you can do

• Keep your home safe and secure. North Wales Police have tips on securing your home
• Influence the policing in your area by contacting your local neighbourhood policing team
• Have your say on police priorities by visiting the Balance your Bobbies website
• Book a free home fire safety check - call 0800 169 1234 or visit North Wales Fire and Rescue website
• Report all incidents - call 101 or 999 if its an emergency
• Contact the NSPCC helpline - provides advice and support to adults who are concerned about the safety or welfare of a child - call 0808 800 5000 or text 88858 or complete an online form
• Join your local neighbourhood watch team
• Look out for your neighbours, particularly those that may be vulnerable
Outcome 3
People in Conwy live in safe and appropriate housing

What we want to achieve

• Provide and enable accessible, affordable and good quality housing for our communities
• Prevent homelessness
• Reduce the number of accidental house fires

How we will know we have made a difference

An increase in:
• Licensed HMO’s (Houses of Multiple Occupation)
• Private sector dwellings returned to occupation, that have been vacant for more than 6 months (Owner has no viable plan to bring the property back into occupation)
• Affordable homes

A decrease in:
• Accidental house fires
• Accidental house fire injuries/deaths
• Homelessness

What you can do

• Find out about the affordable homes scheme
• Contact the Housing Renewals Service who can assist qualifying householders to adapt or improve their home - call (01492) 574000 for more information
• If you are over 60, contact Conwy Care and Repair who can give you advice and practical assistance on repairs, renovations and adaptations to your home so you can live comfortably and safely in your own home - call (01492) 545500 for more information
• If you are homeless or in danger of becoming homeless - call (01492) 576271 and ask for the Housing Options Support Team
• Phone the Wales Housing Debt Helpline. This is a free phone service which offers support to home owners and those in rented property who are finding it difficult to meet their mortgage or rental payments - call 0800 107 1340 or visit their website
• If you are a private tenant and aren’t happy with the quality of your rented home contact the Housing Enforcement Team - call (01492) 575204 or email regulatory.services@conwy.gov.uk
Outcome 4
People in Conwy are healthy and independent

What we want to achieve

- Children have a flying start in life
- Prevent ill health and encourage healthy and active living
- Older people are safe and independent
- People with disabilities and chronic conditions, have the best quality of life possible
- Improve positive emotional well-being and good mental health
- Improve people’s access to health and wellbeing services close to where they live
- More people, who are at their final stages of life, receive care in their preferred place of care
- Carers live full and active lives

How we will know we have made a difference

A decrease in:

- Obese and overweight people
- Adults who smoke
- Drinking alcohol above the guidelines
- Birth weights less than 2,500 grams
- Hospital admissions due to alcohol and other drugs
- Falls in older people
- Teenage pregnancies

An increase in:

- Physical activity
- Good Mental Health
- Life expectancy in deprived areas

What you can do

- Take responsibility for you and your family’s health. Commit to regular exercise and healthy eating and try to cook using fresh ingredients. Visit the Change for Life website for more information
- Make use of outdoor spaces - it's free. Visit Conwy County Borough Council’s Parks and open spaces web pages for information on where to go
- Snowdonia National Park Authority website also has information on walks in the area
- Find out about free swimming sessions in Conwy
- Join your local food co-op for cheap and locally produced fruit and vegetables - call (01766) 890637
- Keep an eye on your elderly neighbours, offer to do some shopping, gardening or even just pop in for a chat
- Volunteer through the Conwy Voluntary Services Council - call (01492) 871110
- Make sure your children are up to date on their immunisations or speak to your GP
- Make sure you go to any screening invites – it could save your life. For more information contact your GP
- If you are feeling down, talk about it. Try talking to your GP or Mind can suggest places where you can get support - call 0300 123 3393
- Join in with activities in your local community. The Conwy Community Directory is a good place to start or pop into your local Community Centre
- Contact Stop Smoking Wales to find out how you can stop smoking - call 0800 085 2219
- Find out about the MEND programme in Conwy - call 0800 230 0263
- Contact Leisure Services and find out what activities can be accessed locally
- Find out about play opportunities in your area
Outcome 5
People in Conwy live in a county which has a thriving economy

What we want to achieve

• Create jobs across the county through development and investment
• Businesses are sustainable and supported to grow
• Businesses and tourism in rural Conwy are thriving
• Identify and maximise the opportunities from future economic development in Conwy and North Wales
• People have the skills to get and maintain a job and to have the opportunity to improve their skills, qualifications, experience and employability
• Tackling poverty

How we will know we have made a difference

A decrease in:

• Deprivation
• People claiming job seekers allowance (and for more than 12 months)
• Children living in workless households
• Business closures

An increase in:

• New businesses
• Average household income
• Visitors to Conwy
• Inward investment
• Gross Value Added (the value of goods and services produced by an area, sector or producer minus the cost of the raw materials and other inputs used to produce them)
• Employment rates

What you can do

• Join your local Credit Union - call (01492) 580028
• Find out about courses in your area (see education)
• Thinking of setting up your own business? Contact Business Support Services for advice
• If you are worried about money, contact the CAB for help and support - call 0844 477 2020
• Support your small local businesses by shopping locally
• If you want to report a loan shark contact the Wales Illegal Money Lending Unit - call 0300 123 3311 or for more information and advice about loan sharks visit the Directgov website
• If you have a business in Conwy, register for free to advertise your business
• The Wales Co-operative offers free help and business advice to social enterprises and co-operatives in Wales - call 0300 111 5050
Outcome 6
People in Conwy
live in a sustainable environment

What we want to achieve

- Live within our environmental limits and minimise our carbon emissions
- Reduction in waste and utilising it to create energy
- The quality of our natural and built environment is protected, enhanced and enjoyed
- Develop sustainable and accessible transport options
- Protect people and business against environmental risks

How we will know we have made a difference

An increase in:
- Waste reused or recycled
- Waste composted or treated biologically in another way
- Cleanliness index

A decrease in:
- CO₂ Emissions
- Homes at risk of flooding
- Total waste production

What you can do

- Make an effort to recycle - call (01492) 575337
- Buy products with minimal plastic packaging
- Use a ‘bag for life’
- Investigate green energy option for your home, e.g. light bulbs, water butts, solar panels, insulation. The Energy Saving Trust has lots of tips on saving energy in your home
- Take part in environmental days. Speak to the Council’s environment department about environmental days and help clean up your community - call (01492) 575337
- Buy locally grown produce. Join your local food co-op for cheap and locally produced fruit and vegetables - call (01766) 890637
- Walk or cycle to work or school
- Use public transport or lift share
- Some areas of Conwy are at risk of flooding. Visit the Environment Agency’s website to see if your home is at risk. If it is, you can request a Flood Plan pack and find out about any preventative measures you can take.
What we want to achieve

- Encourage and enhance the number of Welsh speakers and learners
- Raise awareness and promote access to the arts and culture
- Raise awareness and promote access to museums, archives, library services and places of historical interest

How we will know we have made a difference

An increase in:
- Welsh speakers
- Theatre performance and event attendance
- Visits to museums
- Visits to places of historical interest
- Visits to libraries

What you can do

- Find out about learning to speak Welsh. The Learn Cymraeg website can help you find a class near you - call (01248) 383928
- Support/attend cultural events in your local area. Visit the Visit Conwy website to find out what’s happening in your area or call your nearest tourist information centre
- Search the Conwy Community Directory online for organisations in your area - call (01492) 577850
- Or search the Conwy Arts Directory - call (01492) 575572
- Find out what activities are available in your local community Centre - call (01492) 574000
- Conwy Arts Service can also help you find out what exhibitions, workshops, events and projects are happening in your area - call (01492) 575572
- Find out about evening classes in your area
Outcome 8
People in Conwy
are informed, included and listened to

What we want to achieve

• Community involvement across the Public Service is coordinated and innovative
• All people have the opportunity to influence public services
• Provide information which is accessible, relevant and timely
• People are respected and treated as a valued member of the community

How we will know we have made a difference

An increase in:

• Community involvement activities registered on the Community Involvement Database
• Feedback provided
• Number of joint community involvement activities between partners

What you can do

• “Have your say!” by visiting the Community Involvement Database regularly
• Report all comments and complaints
• Have your say on police priorities by visiting the Balance your Bobbies website
• Find out who your local Councillor is - (Councillors are responsible for making sure the services that the Council provides meet the needs of residents) - call (01492) 576067
• Visit the have your say section of the LSB website (To be launched in July 2012)
• If you have any concerns about your health service email the Health Board’s ‘concerns’ team - ConcernsTeam.bcu@wales.nhs.uk or complete a ‘Tell us, we’ll listen’ comment form
• Provide feedback on the quality of the community involvement opportunities
• Make sure you have the right to vote by ensuring you are on the electoral register
• If you are a young person living in Conwy and want to have your say speak to your Youth Council representative.
Making it happen

This plan gives you an overview of what we want to achieve to improve the lives of people in Conwy. However, it doesn’t tell you how we will achieve these things.

Each outcome will also have a detailed delivery plan, explaining exactly what we are going to do to achieve our outcomes. The delivery plans will include:

What? – A brief, ‘action’ outlining what it is we are going to do
Who? – Which organisation/ partner is responsible for ‘doing’ the action?
When? – What is the timescale? When will the action be achieved by?

These delivery plans will be monitored to make sure we are doing what we say we will.

We will also use ‘indicators’ to measure our success. Indicators help us to illustrate that we are actually making a difference.

We will use indicators to measure our successes. Each outcome has its own set of indicators.

Delivery plans set out what we are going to do (including ‘who’ and ‘when’). Each outcome has its own delivery plan.

And finally, each year we will let you know what we have or haven’t achieved and what we plan to do for the next year.
One Conwy - Working Together for a Better Future

A Summary

Outcome 1 - People in Conwy are educated and skilled

- Children and young people have a flying start in life through childcare, part-time education and parenting
- Young people are engaged in and have equal access to education, employment and training
- People have access to a wide range of learning opportunities
- People have the skills to get and maintain a job and have the opportunity to improve their skills, qualifications, experience and employability
- A co-ordinated approach to improve numeracy and literacy

Outcome 2 - People in Conwy are safe and feel safe

- Reduce crime and its impact on the community
- Reduce re-offending
- Effectively tackle anti-social behaviour and behaviour adversely affecting the environment
- Reduce harm caused by alcohol and substance misuse
- Effectively tackle domestic abuse
- Children, young people and vulnerable adults are safeguarded
- People are free from bullying and hate crime
- People are free from accidents

Outcome 3 - People in Conwy live in safe and appropriate housing

- Provide and enable accessible, affordable and good quality housing for our communities
- Prevent homelessness
- Reduce the number of accidental house fires

Outcome 4 – People in Conwy are healthy and independent

- Children have a flying start in life
- Prevent ill health and encourage healthy and active living
- Older people are safe and independent
- People with disabilities and chronic conditions, have the best quality of life possible
- Improve positive emotional well-being and good mental health
- Improve people’s access to health and wellbeing services close to where they live
- More people, who are at their final stages of life, receive care in their preferred place of care
- Carers live full and active lives
Outcome 5 – People in Conwy live in a county which has a thriving economy

- Create jobs across the county through development and investment
- Businesses are sustainable and supported to grow
- Businesses and tourism in rural Conwy are thriving
- Identify and maximise the opportunities from future economic development in Conwy and North Wales
- People have the skills to get and maintain a job and to have the opportunity to improve their skills, qualifications, experience and employability
- Tackling poverty

Outcome 6 – People in Conwy live in a sustainable environment

- Live within our environmental limits and minimise our carbon emissions
- Reduction in waste and utilising it to create energy
- The quality of our natural and built environment is protected, enhanced and enjoyed
- Develop sustainable and accessible transport options
- Protect people and business against environmental risks

Outcome 7 – People in Conwy live in a county where heritage, culture and the Welsh language thrive

- Encourage and enhance the number of Welsh speakers and learners
- Raise awareness and promote access to the arts and culture
- Raise awareness and promote access to museums, archives, library services and places of historical interest

Outcome 8 – People in Conwy are informed, included and listened to

- Community involvement across the Public Service is coordinated and innovative
- All people have the opportunity to influence public services
- Provide information which is accessible, relevant and timely
- People are respected and treated as a valued member of the community