

Strengthening Communities in Anglesey and Gwynedd



A Single Integrated Plan for Anglesey and Gwynedd

2013-2017

Contents

Introduction.....	3
Vision.....	4
Healthy Communities.....	11
Healthy Lifestyles.....	13
Promoting Independence.....	14
Chronic Conditions.....	15
Safe Communities.....	16
Anti Social Behaviour.....	17
Substance Misuse.....	18
Domestic Abuse.....	19
Safeguarding.....	20
Prosperous Communities.....	23
Economy.....	26
Education and Skills.....	28
Supporting people in financial need.....	30
Homes and Communities.....	32
Welsh Language.....	34
A Sustainable Environment.....	35
Making the Connections.....	36

INTRODUCTION

This is the Single Integrated Plan for Anglesey and Gwynedd, incorporating the vision and action plan of the Local Services Board for both counties.

The purpose of the Plan is to work together in order to improve our economic, social and environmental well-being over the next 12 years.

The Plan sets out the vision and the priority actions for the next 4 years in the face of tremendous challenges.

The action plans under each strategic objective will be measured and reviewed to ensure that we are prioritizing the right things and are making a difference locally.

The plan seeks to tackle complex issues that cannot be solved by one organization working alone; therefore, the plan has been created in partnership, taking input from partners, service users, communities and residents.

This new document replaces a number of different partnership initiatives from both counties namely:

- The Community Strategy
- The Children and Young People's Plan
- The Health, Care and Welfare Strategy
- The Community Safety Plan

The details of the previous Community Strategies are to be seen here:

Our Island Our Future – Anglesey Single Integrated Plan
Improving Gwynedd Together _ Gwynedd Community Strategy
This plan also links to the Joint Local Development Plan for both counties.

This document includes many of the main priorities of the previous strategy documents as well as refreshing the priorities of the new joint Local Services Board in the context of a challenging financial situation.

Anglesey and Gwynedd

This plan serves a unique area. Anglesey and Gwynedd has a notable natural environment, especially the coastline and mountains which attract hundreds of thousands of visitors every year. A large proportion of the area is designated an area of outstanding natural beauty, and much of Gwynedd is looked after by the Snowdonia National Park.

The majority of the area's population is bilingual. The Welsh language is prominent in the life of the area's communities.

Much of the area can be described as rural, with the highest population density alongside the Menai strait. The largest of the public services are also based here, including Ysbyty Gwynedd and Bangor University.

The area's economy is fragile, with relatively low average incomes. Traditional sectors are considered important including tourism, agriculture and the public services, especially education, and care and health services.

Several new developments, such as the Wylfa Power station and the Menai Science Park are expected to have a long term impact on the area's economy. These are major opportunities and will require major investments in infrastructure and will bring major economic, social and environmental opportunities as well as challenges. This plan aims to facilitate the sustainable development of these projects whilst protecting the unique, culture, heritage and natural environment of the area.

The demographic profile of the area is challenging with an aging population and many young people leave the area to find work.

VISION

In 2012 Anglesey County Council and Gwynedd Council conducted resident surveys that provided valuable input to the process of assessing what were the most important factors so as to improve life in both counties. These were

- jobs and job opportunities
- health services
- low levels of crime
- education opportunities
- tackling poverty
- affordable housing
- supporting vulnerable people

This has helped us to shape our shared vision:

Working together to Strengthen the communities of Anglesey and Gwynedd

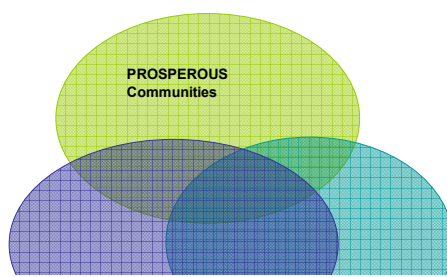
We have conducted a needs assessment across the whole area and have identified key objectives in order to achieve this goal:

During the next 10-15 years, we will focus our efforts on making Anglesey and Gwynedd healthy, safe and prosperous places to live and work.

These will be our outcomes – the things we want to achieve.

These outcomes will be the basis of this plan and a number of priorities have been identified in order to achieve them.

Strengthening Communities in Gwynedd and Anglesey



Prosperous Communities

- People receive effective support to fulfil their potential
- Communities are cohesive and work together to support individuals in need
- People have relevant skills to secure employment
- People in financial need receive good support and advice
- The benefits of the Energy Island concept are maximized for local people
- People can access affordable housing
- The Welsh language is thriving.
- The growth of local businesses and the tourism industry is encouraged

Healthy Communities

- People in Anglesey and Gwynedd are healthy and active
- Communities are more independent and able to manage their own well-being
- Fewer people smoke
- More people are of a healthy weight
- Children and families receive early support and intervention to meet their needs
- Adults live independently within their community
- Children and young people have access to play, leisure and sporting activities

Safe Communities

- Victims of domestic abuse can be confident of receiving assistance and appropriate response when needed
- Domestic Abuse is given appropriate attention in our communities as an unacceptable crime
- Support and services available for people who misuse alcohol and/ or drugs
- Agencies work together to reduce effects of alcohol and substance misuse in our communities
- Agencies work together to respond effectively to anti-social behaviour in our communities
- Safeguarding children and young people who are vulnerable, in need or at risk

The challenge we face

We know that the resources available to organizations will be greatly reduced over the coming years. For this reason great emphasis must be placed on delivery, on preventative services, and on early intervention.

We need to work smarter, eliminating duplication and waste, and making better use of community resources.

How will address the challenges and make a difference?

The projects implemented to deliver this plan will aim to improve outcomes for the entire population. One of the main ways of achieving this will be to eliminate inequalities across communities as much as possible.

Efforts are already underway to address individual issues or problems that affect communities. This scheme will add value by targeting the wider factors that contribute making communities safe, healthy and prosperous.

The performance management of this scheme will therefore focus on population outcomes.

Collaboration

Working together is central to this plan and because of the complex nature of the identified issues, we realize that no organization can tackle these issues on their own.

We also recognize the importance of working with individuals and their communities to help them solve their own problems. The concept of co-production and community cohesion is central to achieving our vision as we help people to care for their own needs.

Our aim is to respond to the needs of the population and to ensure that residents and communities are at the heart of both planning and implementation. These objectives have been established by collecting a robust evidence base and through consultation with practitioners, service users and residents.

'THE BIG ISSUES'

We will focus our efforts on the major issues that affect our communities based on a comprehensive needs assessment in order to achieve results that will make a difference.

Our action plans over the next few years will focus on tackling many of the major, complex and long-term issues by:

- Ensuring that reducing public service resources are used for the greatest benefit
- Helping individuals and communities become strong and resilient with a reduced dependence on public services

- Improving economic performance and skills to create / maintain jobs, emphasizing lifelong learning opportunities, in particular the Energy Island Scheme
- Enabling communities and individuals to maintain and develop their independence
- Ensuring that opportunities are available for young people
- Reducing poverty and providing effective services that meet the needs of vulnerable groups.
- Promoting and sustaining our environment
- Promoting and maintaining our rich culture, including the Welsh Language

Principles

There are a number of common themes within this Plan. These include the need to focus on:

- Sustainable Development – working whilst being mindful of the interests of future generations in Gwynedd and Anglesey.
- Early intervention and preventative action – with the intention of preventing situations from deteriorating, or better still from happening in the first instance
- Making more effective use of resources – by avoiding duplication or by doing things differently and more effectively in partnership
Targeting resources e.g. tackling inequality where specific support is needed for certain groups or certain localities within the area. We will work with agencies, particularly with Communities First to help us in this respect
- A skilled workforce - within the partner organizations. We know that in order to implement these plans, our vision involves a culture-change, and that committed people need to be better coordinated to effect change. There is also a need to develop people's skills so that they make the most of employment opportunities that may develop in future

Making the Connections

To tackle the big issues outlined in this plan, we intend to achieve a number of important outcomes under the **Prosperous, Safe and Healthy**, themes.

Achieving these outcomes involves impacting positively on our economic, social and environmental well-being. The priorities under these themes are often interdependent and often support each other. We recognize that a number of priorities are overlapping and we need to avoid dealing with issues individually.

Action Plans and measuring what is being done.

Initial plans have been created in order to support the work under the Safety, Health and Prosperity themes. Further details will be developed over the coming months which will form the basis for the work program of the Local Services Board.

The Gwynedd and Anglesey Local Services Board

The Local Services Board leads on the partnership work done by Gwynedd and Anglesey across both counties. The Board is responsible for the setting of strategic direction for the Integrated Plan and for the collaborative work within the area.

The LSB's Delivery Board monitors performance in each subject area and will report to the LSB as required.

Thematic groups look after activities in the areas of Community Safety, Health and Welfare and Children and Young People, and are responsible for implementing specific plans and report to the Delivery Board. Other groups will be commissioned to deliver on specific outcomes as required.

The partnership has a support team located across both counties.

To get in touch with the Partnership contact:

partneriaeth@gwynedd.gov.uk

The Anglesey and Gwynedd Partnership
Mona Building
Caernarfon
Gwynedd LL55 1SH

Or
Anglesey County Council
Llangefni
Anglesey
LL77 7TW

The Board consists of leaders from these organizations:

- North Wales Police
- North Wales Fire and Rescue Service
- Betsi Cadwaladr University Health Board
- Bangor University
- Coleg Menai
- Medrwn Môn
- Mantell Gwynedd
- One Voice Wales
- Snowdonia National Park Authority
- North Wales Probation Service

- Anglesey County Council
- Gwynedd Council
- Welsh Government

The Board meets quarterly and minutes of Partnership Board meetings are available on the Anglesey and Gwynedd Partnership website.

What would success look like?

We will not completely rid the area of crime, nor will we protect everyone from harm, but we can target our resources on key areas where they would have maximum impact. We want to make our communities stronger, more resilient and more cohesive.

We are intent on seeing a society within 10-15 years where there are fewer instances of crime, where there are less drug and alcohol abuse problems, where children are safe and fulfil their potential, and where more adults live without the threat of physical or emotional harm.

The gap between the health of people living in the richest and the poorest localities in the area is enormous. It is not acceptable that there exists a difference of as much as 20 years in age expectancy for those living without illness or disability based on where they live.

We want to reduce this gap substantially over the next 10-15 years and continue to improve the life expectancy of everyone in the area. We need to see communities benefiting from living healthier lives, by reducing smoking and obesity, increasing physical activity and improving mental health.

Families and vulnerable adults who suffer from any physical or mental condition will have support to live independently and everyone will have the right to high quality health services. We will focus on preventing ill health by looking at opportunities for earlier intervention to help individuals and families.

Education is seen as a key way to expand opportunities for helping disadvantaged people to escape poverty. It leads to opportunities to break the cycle of deprivation which holds many families back. For this reason the achievement of schools needs to continue improving. We need a vibrant business community and clear pathways to employment.

We need to reduce the number of people living in poverty.

We should ensure that people can live in suitable and affordable homes, and in an environment that is sustainable.

3 key outcomes have already been introduced for our Vision:
Strengthening Communities in Anglesey and Gwynedd

Prosperous Communities
Healthy Communities
Safe Communities

The next chapter details each outcome and describes

- **What the situation is at present** - summarizing the main findings of the needs assessment
What are the priorities that need attention, also asking:
- **What will be done?**
- **How will we know that we are making a difference?**

DRAFT

Strengthening Communities in Anglesey and Gwynedd

Healthy Communities

What do we want to achieve?

- Children have a flying start in life
- Prevent ill health and encourage healthy and active living
- Children and families receive early intervention to meet their needs
- Adults live independently within their community
- People of working age achieving a healthy and satisfying working life
- 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
- Carers live full and active lives

Anglesey and Gwynedd now

- The population of Anglesey and Gwynedd is living longer, in line with the Welsh life expectancy average. However, those living in the most deprived areas predicted to live about 7 years less than those living in the most affluent areas.
- 25% of adults in Anglesey and 22% in Gwynedd smoke compared to the Welsh average of 23% (Welsh Health Survey 2011-12).
- 54% of adults in Anglesey and 55% in Gwynedd are overweight or obese (Welsh average: 58%).
- Less than one third of people in both counties eat the recommended amount of 5 portions of fruit and vegetables in a day.
- 41% of adults in Anglesey and 43% in Gwynedd drink over the maximum daily alcohol consumption (Welsh average: 43%)
- Teenage conception rates have generally been falling in Anglesey and Gwynedd over recent years. In 2011, the number of conception in young women between 15-17 years old in Anglesey was 37.8 per 1000 women and 37.0 in Gwynedd, higher than the Welsh average of 34.2.
- Chlamydia is the most common Sexually Transmitted Infection diagnosed in Wales, whose rates continue to decrease following the peak in 2008. The incidence of gonorrhoea has also decreased after a peak in 2009. Sexually transmitted infections rates are highest amongst those aged under 24.
- The percentage of low birth weight births in Anglesey was higher than the Welsh average in Wales (6.8%) at 7.4% and lower in Gwynedd than the average at 6.3%.
- Anglesey and Gwynedd consistently exceeds the national average, 95%, for all childhood vaccinations with the exception of the first and second dose MMR, which has not been achieved locally or nationally. Anglesey and Gwynedd did not achieve the 75% flu vaccination target amongst people aged 65 and 50% target amongst 'at risk' groups.

- The Welsh Health Survey 2011-12 reveal that 8% of residents on Anglesey is currently being treated for a mental illness and 6%, which is lower than the Welsh average of 11%
- The number of people who provide unpaid care in Gwynedd has increased from 11,247 in 2001 to 12,443 in 2011 (+1,192 persons or 10.6%). 10.2% of the County's population provides unpaid care. Anglesey has also seen an increase, from 7,220 in 2001 to 8,042 in 2011 (+822 persons or 11.4%). 11.5% of Anglesey's population is providing unpaid care. It is anticipated that there will be a 12% increase in the number of unpaid carers aged 65+ during the next 5 years. An increase in the number of possible aging carers who will not be able to continue to care will mean an increase in the number of people who will need support and help from formal carers (paid).
- 20.5% of Gwynedd's population noted having health problems or disability which limited a little or a lot on their ability to carry out activities. In Anglesey, 16,112 persons (23.1% of the population) noted having health problems or disability which limited a little or a lot on their ability to carry out activities.
- 30% of adults in Anglesey and Gwynedd reported that their day-to-day activities were limited because of a health problem/disability, including 12% in Anglesey and 12% in Gwynedd were limited 'a lot'
- Due to the increasing older population, population projections estimate that the number of people with dementia is to increase by 33% by the year 2021; Gwynedd from 1,719 to 2325 and Anglesey from 905 to 1,223.

DRAFT

How we will know we have made a difference?

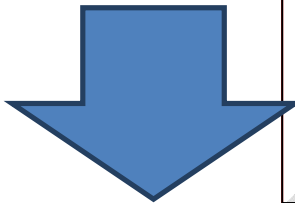
Healthy Lifestyles

An increase in:



- Healthy and active living to prevent ill health
- Physical activity
- 'five a day'
- Good emotional Wellbeing & Mental Health
- Immunisation rates
- Life expectancy in deprived areas

A decrease in:



- Number of people who are obese and overweight
- People who smoke
- Drinking alcohol above the guidelines
- Hospital admissions due to alcohol and other drugs
- Teenage pregnancies
- Sexual Transmitted Infections

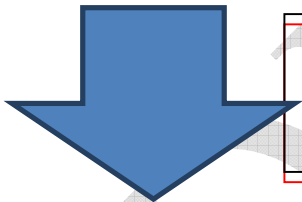
Promoting Independence

An increase in:



- Children and families in Anglesey and Gwynedd receive early intervention and support to meet their needs
- Young people fulfilling their full potential in school
- The right support to children and young people with disabilities, long-term conditions and additional needs,
- Adults in Anglesey and Gwynedd are able to live independent and fulfilled lives in their communities
- People with the knowledge, skills and confidence they need to look after themselves properly and manage their long term conditions
- Joined up and accessible health and social care services
- Peer support groups and community co-production and time banking initiatives

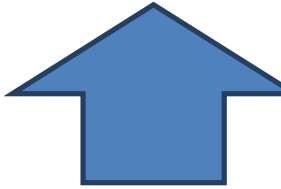
A decrease in:



- Birth weights less than 2,500 grams
- Families living in poverty
- unplanned medical admissions / readmissions to hospital for people aged over 65 years old including falls

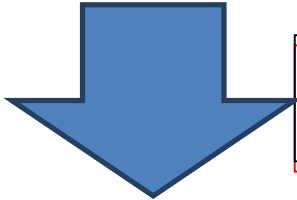
Chronic Conditions

An increase in:



- Best quality of life possible for people with disabilities and chronic conditions
- Access to health and wellbeing services close to where people live
- More people, who are at their final stages of life, receive care in their preferred place of care
- Suitable support for carers to live full and active lives

A decrease in:



- People reporting limiting long term illness
- Dependency levels following a “re-ablement” service

DRAFT

Safe Communities

What do we want to achieve?

Victims of domestic abuse can be confident of receiving assistance and appropriate response when needed.

Domestic abuse is given appropriate attention in our communities as an unacceptable crime.

Support and services are available for people who misuse alcohol and/ or drugs.

Agencies work together to reduce effects of alcohol and substance misuse in our communities.

Agencies work together to respond effectively to anti-social behaviour in our communities.

Safeguarding children and young people and vulnerable adults who are vulnerable, in need or at risk

Main Facts

Reported crime fell in Anglesey and Gwynedd by 19% in 2012/13 compared to 2011/12. Criminal damage, arson and stealing have been the highest categories of recorded offences for the last 4 years.

42% of the adult population in Anglesey and 43% in Gwynedd drink more than the recommended limit.

On average, 76 separate incidents of domestic abuse are reported each month. Crimes like domestic abuse are often concealed from the community. It is estimated that only 2% of domestic abuse incidents are reported to the Police. This could mean that the actual figures are higher.

There has been a 16% reduction of police recorded anti-social behaviour incidents between 2011/12 and 2012/13.

Since 2008, there has been year on year increases in the number of children on the child protection register

Overall recorded crime in Anglesey and Gwynedd is at a low level compared with the past few years. Crime fell by 8% in the last twelve months, which is 709 crimes less than the year before.

This is good news, but it's important that people also feel safe living in Anglesey and Gwynedd. A recent snapshot survey found that on Anglesey 43% felt "very safe in their own home" and 53% said they felt 'very safe' in their local communities during the day with the figure dropping to 18% at night. In Gwynedd 66% felt "very safe in their own home" and 69% said they felt 'very safe' in their local communities during the day with the figure dropping to 35% at night. This could be because some crimes are a hidden problem.

Substance misuse is also a hidden issue. People rarely admit to using drugs because many are illegal and most people tend to under-estimate the amount they drink, which can be dangerous for themselves and their communities. People drinking or using drugs in public makes people feel unsafe, with over half of young people surveyed saying this was the main reason they didn't feel safe in their communities.

Being under the influence of drugs or alcohol can increase the likelihood of crimes like criminal damage, anti-social behaviour and violent crime. Alcohol, especially, can cause conflict and increases the threat of serious violence. Anti-social behaviour continues to be a problem in town centres and areas of high deprivation.

Keeping people safe includes protecting children and adults at risk from harm. The number of children on the Child Protection Register has gone up with 100 in Anglesey in 2012/13 compared to 77 in 2011/12 with 62 and 70 in Gwynedd over the same period. The number of children being looked after by Anglesey and Gwynedd councils continued to rise between 2007 and 2012.

Based on this information the Local Service Board has decided to prioritise the following issues:

Anti-social Behaviour

Anti-social behaviour can mean different things to different people; ranging from vandalism and graffiti to rowdy behaviour or hate crime, bullying and harassment. But in reality, it is any kind of aggressive, intimidating or destructive activity that damages another person's quality of life.

What do we want to achieve?

Fewer people in Anglesey and Gwynedd are the victims of anti-social behaviour and public concern is reduced overall

Although North Wales Police have recorded fewer overall incidents of anti-social behaviour over the last year, there are communities where this kind of behaviour is happening more than in other areas. The data shows that town centres, such as Bangor, Caernarfon and Llangefni are the worst affected.

What are we going to do?

Work in partnership(s) to identify the most vulnerable victims of anti-social behaviour. Using specific tasking groups

Target those areas worst affected by anti-social behaviour, and work collectively to problem solve in those areas

We will also offer support to those victims who are vulnerable or have experienced anti-social behaviour several times.

How will we know we're making a difference?

We will look at the following information:

The number of ASB incidents reported to the Police (gathered by Police analysts)

The number of problem solving groups achieving effective resolutions (gathered by ASB co-ordinator)

We will also begin collecting information that will tell us if we are helping victims of anti-social behaviour, such as:

Number of vulnerable / repeat victims of anti-social behaviour that are no longer experiencing it as a result of support provided.

Substance Misuse

What do we want to achieve?

Fewer people in Anglesey and Gwynedd misuse alcohol and drugs

Substance misuse is associated with someone becoming intoxicated, regularly consuming too much of a substance and / or being dependent on a substance. The most commonly misused substance in Anglesey and Gwynedd is alcohol.

People who misuse substances cause harm to themselves and to their communities. There is evidence to suggest alcohol and drugs can be factors in criminal activity, with links to anti-social behaviour, domestic abuse and criminal damage. Substance misuse is also a serious health issue,

The estimated cost of alcohol and Class A drug misuse to the Welsh economy is £2 billion a year. Reducing the number of people who misuse substances continues to be a priority for Anglesey and Gwynedd Local Service Board.

What are we going to do?

Develop a Regional Commissioning Strategy for North Wales, which identifies need and provides the basis for commissioning effective drug and alcohol provision.

Rationalising current frameworks in order to support the 'Area Planning Board' for North Wales. We will achieve the above by working across agencies, statutory and third sector, within a partnership framework.

Tackle the issues of responsible drinking by utilising:

- New licensing legislation
- Alcohol awareness campaigns
- Work place alcohol policies
- Test purchasing activity (underage drinking)
- School based information and awareness activity

Provide effective services across North Wales through an "Area Planning Board" that aim to prevent and treat alcohol and drug misuse.

Work together to tackle alcohol misuse, with the aim of reducing crime linked to alcohol misuse and improving the physical and mental health of the population. We will do this by:

Training staff to help more people to cut down on how much alcohol they drink;

Raising awareness of the harms caused by binge-drinking and work towards changing attitudes of children and young people, in particular, through education and media campaigns;

Controlling the availability of alcohol. This includes making sure areas are safe through alcohol licensing, particularly late at night, and tackling the sale of alcohol to underage individuals.

How will we know we're making a difference?

Measure the number of people engaging in treatment programmes

The number receiving treatments within Welsh Government guidelines for waiting times

The number of people leaving treatment

Use 'Treatment Outcome Profiles' TOP's to measure positive outcomes for individuals within treatment (Welsh National Database)

As a North Wales APB, adopt the 'recovery' model of provision for people seeking support for Substance Misuse (Commissioning Strategy)

Percentage (%) of adults who drink alcohol above guidelines i.e. above 14 units a week for women, 21 units a week for men.

Percentage (%) of adults who reported binge drinking on at least one day in the past week.

Hospital admission rate attributable to alcohol (males / females).

Hospital admission rate for drugs.

Death rate from alcohol.

Deaths related to drug misuse in Wales, by gender.

Domestic Abuse

What do we want to achieve?

Fewer people in Anglesey and Gwynedd are the victims of domestic abuse

The term "domestic abuse" covers a range of different things. It is broadly said to be any incident of threatening behaviour, violence or abuse (psychological, physical, sexual, financial or emotional). It is normally used to describe violence or abuse between those aged 16 and over, who are, or have been, intimate partners or family members, regardless of their gender or sexuality. It also includes 'honour' based violence, female genital mutilation and forced marriage. This can include isolating somebody from their sources of support, forcing control over money or food or causing damage to somebody's possessions or home.

It is often a hidden crime; it is estimated only 2% of incidents are reported to Police. It is also a very serious crime; at least two women a week are killed by a partner or former partner in the UK. The data shows that domestic abuse is a problem in Anglesey and Gwynedd, with the number of incidents recorded growing year on year. Many of the victims are female and either pregnant or have children, with many children witnessing the abuse.

As partner organisations, we have done a lot of work to give victims and their families the best possible services, and have played a key role in the Welsh Government's 10,000 Safer Lives project but there is still

work to be done to reduce the number of individuals and families affected by domestic abuse in Anglesey and Gwynedd.

What are we going to do?

Work regionally within the North Wales Domestic Violence/Sexual Violence forum to plan activity which tackles these crimes

Provide school based activity regarding awareness and information on healthy relationships and sexual offences

Provide effective multi-agency risk assessment conferences (MARACs) which provide multi-agency plans for safeguarding the victims of Domestic Abuse

Secure specialist support in the form of advisors (IDVA's) for high risk victims of Domestic Abuse

Develop further, as resources allow the Domestic Abuse one stop shops in Gwynedd (Dolgellau) and Anglesey (Llangefni)

Implement workplace policies for Domestic Abuse within statutory services across North Wales

Continue awareness raising activity across communities

Develop a new Gwynedd and Anglesey Domestic Abuse Forum

Provide specialist rape investigation provision within the Police

Work across North Wales to implement the Welsh Government's 10,000 safer lives initiatives

How will we know we're making a difference?

- The number of people referred to MARAC
- The number of people receiving IDVA provision
- The number of successful prosecutions in court for Domestic Abuse crimes
- The number of successful prosecutions in court for Rape crimes
- The number of people using the one stop shops

Safeguarding

What do we want to achieve?

Children and adults at risk are protected from harm

Safeguarding children and adults who are at risk means protecting them from harm, maltreatment, preventing any impairment of health and ensuring they are cared for safely and effectively.

Safeguarding of children and adults at risk is linked to many of the other priorities within this Plan. It is a collective responsibility of all public organisations and will continue to be a priority for the Anglesey and Gwynedd Local Service Board. The Local Safeguarding Children Board (LSCB) has clear responsibilities for ensuring that these issues are addressed and ensuring that we are all playing our part.

The number of children on the Child Protection Register varies with 100 in Anglesey and 70 in Gwynedd in 2012/13 compared with 77 and 62 respectively over the same period. The main reasons for registration are substance abuse and domestic violence.

The protection of adults at risk continues to be a priority, and the number of referrals has risen steadily over the last few years, with the main reason for referral being physical abuse.

What are we going to do?

Work together to make sure that safeguarding is at the centre of all services for children and young people through for example:

Find the best ways of dealing with cases of child neglect within a family;

Raise awareness with members of the public about child abuse and how they can help to keep children and young people safe, at home and in the community, through for example:

Providing a range of child protection information in places such as libraries and leisure centres;

Work together to make sure that adults at risk are protected from significant harm, through for example:

Training staff from different organisations about their role in protecting Children, young people and adults at risk.

Listening to the views of adults on how best we can protect them.

Listening to the views of children so that we understand their experiences and how we can best protect them

Raising awareness with members of the community in the role they can play to safeguard children, adults and themselves from risk of significant harm.

How will we know we're making a difference?

We will look at the following information:

Number of Children on the Child Protection Register (CPR).

Number of children subject to a repeat child protection registration within 2 years

Number of Looked after Children (LAC)

Number of Protection of Vulnerable Adults (POVA) referrals
Feedback from children and adults on their experiences.

DRAFT

Prosperous Communities

What do we want to achieve?

Children and young people receive effective support to fulfil their potential
More people have relevant skills to secure employment
People in financial need receive good support and advice
Make the most of opportunities to create a more prosperous and sustainable economy
The benefits of the Energy Island concept are maximized for local people
The growth of local businesses and the tourism industry is encouraged
A reduction in carbon emissions
The Welsh language is thriving

Main Facts

Employment

Of the population aged 16-64 in Gwynedd, between April 2011 and March 2012, 21,400¹ are economically inactive (29.1%) – a higher proportion than for Wales as a whole and also the UK, whose percentages are 27.0% and 23.6% respectively. However, in Anglesey during the same period, 10,000 are economically inactive (24.4%) – a lower proportion than Wales but a little bit higher than the UK. In Anglesey, this was the lowest proportion over the last 7 years.

Qualifications and Workforce Skills

The percentage of Gwynedd's population aged 16-64 with no qualifications has fallen from 15.7% to 13.4% between 2004 and 2010. However, the percentage in 2010 was higher than the percentage for Wales for the first time over the period. Over the same period, in Anglesey it has fallen from 16.8% to 12.2%.

According to the Annual Population Survey, at the end of 2011, 11.2% of people aged 16-64 in Gwynedd were without any qualifications, which is slightly lower than the all-Wales figure of 12.3% but marginally higher than the rate of 10.9% for the UK². 12.7% had no qualifications in Anglesey over the same period.

For the same period, 28.8% of the population aged 16-64 in Gwynedd possessed qualifications of NVQ Level 4 or higher, ranking Gwynedd the 10th highest of the 22 Authorities in Wales. In Anglesey, 26.4% of the population aged 16-64 possessed qualifications of NVQ Level 4 or higher, being the 7th lowest of the 22 Local Authorities in Wales³.

Even so, employers throughout the Gwynedd report a lack of key skills among applicants for jobs. 22.4% of businesses responding to the latest Gwynedd Business Survey noted that they faced recruitment problems – a very similar percentage to the average over the past four survey periods (22.6%). However, during the latest survey, 87.9% of businesses noting recruitment problems said that this was due to applicants lacking skills / qualifications. This compares with an average of 80.1% over the four survey periods⁴.

¹ ONS Annual Population Survey, Apr 2011-Mar 2012

² APS, ONS

³ APS, ONS

⁴ Gwynedd Business Survey, 1st and 2nd halves of 2010-11 and 2011/12, Gwynedd Council

Salaries

The level of full time salaries in Gwynedd is 9.49% lower than the figure for the United Kingdom and 1.48% lower than the all Wales figure⁵.

The level of full time salaries in Anglesey is 13.37% lower than the figure for the United Kingdom, and 5.14% lower than the figure for Wales.

There is also a big difference in median incomes between wards in the Counties – with the highest in Gwynedd in 2012 (Bethel £30,761) 82.9% higher than the lowest (Marchog £16,817). In Anglesey, the highest ward (Cwm Cadnant £33,543) is 100.4% higher than the lowest ward (Morawelon £16,739).

Business and Employers

In 2012, there were 6,305 enterprises registered for VAT and / or PAYE in Gwynedd., This represents 5.6% of all enterprises registered for VAT and / or PAYE in Wales. The highest proportion of these enterprises (19.7%) was in the agriculture, forestry & fishing sectors, which shows the importance of the primary sector to the County. During the same period in Anglesey, there were 2,865 enterprises registered for VAT and / or PAYE, which represents 2.7% of all enterprises registered for VAT and / or PAYE in Wales. The highest proportion of these enterprises (22.0%) was in the agriculture, forestry and fishing sectors, which shows the importance of the primary sector to both Counties.

One feature of the economy in Gwynedd and Anglesey is its dependency on a narrow range of sectors, some (e.g. tourism) seasonal with low pay levels.

Tourism

According to STEAM figures, the tourism sector was worth £895 million to Gwynedd's economy during 2011/12, which is an increase from the figure of £778 million during 2010/11. In Anglesey during 2012, the tourism sector was worth £237.8 million to the economy, which is a decrease from the figure of £259.1 million during 2011.

Poverty

The most commonly used threshold of relative poverty is a household income that is 60% or less of the median British household income in that year

Almost two in every five (39.1%) households in Gwynedd were living in relative poverty in 2012 (compared with 35.5% in 2011). In Anglesey, 36.6% households were living in relative poverty in 2012 (compared with 32.8% in 2011). These percentages compare with 35.2% in Wales in 2012 (and 32.4% in 2011), and with 30.8% in Great Britain during 2012 (and 27.2% during 2011).

Young People

In Gwynedd in 2012, 3.0% (30) of year 11 aged pupils were not in employment, education or training (NEET's) in Gwynedd, the 6th lowest rate in Wales, and is 0.6 percentage points lower than witnessed in 2011. For the same period in Anglesey, 2.4% (17) of year 11 aged pupils were not in employment, education or training (NEET's), the 4th lowest rate in Wales.

3.2% (9) of year 13 aged pupils were not in employment, education or training (NEET's) in Gwynedd in 2012, the 4th lowest rate in Wales but showing an increase of 0.7 percentage points since 2011. In Anglesey, 5.3% (17) of year 13 aged pupils were not in employment, education or training (NEET's), the 9th lowest rate in Wales, with an increase of 1.5 percentage points since 2011⁶.

The Welsh Language

65.4% of Gwynedd's population are Welsh speakers, but between 2001-2011 the numbers were reduced by 1.1%. 57.2% of Anglesey's population can speak Welsh, but there was a reduction of 0.8% between 2001-2011.

There was also a small reduction in Gwynedd in the number of areas where over 70% of the population could speak Welsh – from 41 to 40 Electoral Ward Areas in 2011. There was a reduction from 10 to 8 wards in Anglesey.

Carbon Emissions

Carbon dioxide emissions have increased by 6.1% in Gwynedd since 2005, and Gwynedd has the 8th lowest figure of all the authorities in Wales⁷. In Anglesey, carbon dioxide emissions have decreased by 34.8% since 2005, and Anglesey has the 7th lowest figure of all the authorities in Wales. In 2011 the carbon footprint per head of population in Gwynedd and Anglesey was 7.5 tons and the all Wales carbon footprint per head of population was 9.5 tons. The carbon footprint in Gwynedd is 3.1% of the all Wales figure, whilst Anglesey's carbon footprint is 1.8% of the all Wales figure⁸.

⁶ Careers Wales

⁷ Department for Energy and Climate Change, 2010. Local and Regional CO2 emissions estimates.

⁸ Department for Energy and Climate Change, 2010. Local and Regional CO2 emissions estimates.

Economy

- People in Gwynedd and Anglesey create a more prosperous and sustainable economy
- The benefits of the Energy Island concept are maximized for local people
- The growth of local businesses and the tourism industry is encouraged

A strong economy is the foundation to making Anglesey and Gwynedd more prosperous places to live. It is the basis to securing more jobs of high quality and tackling the issues of deprivation and poverty that are major priorities for this plan

We know that we can't do this in isolation of external factors, because changes in national policy and global markets can have massive impacts locally. We can, though, ensure that support is in place locally to give us the best possible chance of attracting investment and give local business the best possible chances of success.

Working with partners outside of Anglesey and Gwynedd is also important because national and regional opportunities for development could help us to achieve prosperity. The clearest example is the Energy Island Programme, a once in a generation opportunity and has the potential to contribute nearly £2.5 billion to the Anglesey and North Wales economy over the next 15 years, bringing economic, social and environmental benefits.

What are we going to do?

Develop, support and implement the Energy Island concept

Take advantage of opportunities to strengthen the area's economy
Improve the population's skills in order to meet the opportunities of the future economy

Make full use of funding opportunities to regenerate the area

Continue to develop and promote tourism opportunities

Support and encourage business opportunities and the growth of diverse employment

Develop skills to meet the demands of employers

Increase the number of workers on apprenticeships

Promote the image and distinct strengths of the area

How will we know if we have made a difference?

An increase in:

Absolute 'GVA' of 10-13% over 2008 levels by 2025

Visitor numbers, 3% a year p.a.

Economic activity

Employed population 61% of the total population

Employment opportunities
New businesses

A decrease in:

Economic stagnation rates
Unemployment figures
Unemployment among young people
Long term unemployment
Number of people claiming jobseekers allowance
Migration among young people (16-24)

DRAFT

Education and Skills

What do we want to achieve?

People have the education and essential skills to secure employment

Improving educational attainment and developing skills for the work place are critical success factors in helping to strengthen the communities of Anglesey and Gwynedd. There is clear evidence that people who are employed enjoy better health and education attainment and skills development is linked to improved prosperity.

Getting people into work depends on job creation and ensuring that local people have the skills to compete in the job market. A first class education and training system is the foundation to this.

We have two aims. Firstly, we want to help people re-enter employment and reduce unemployment rates across the area. Secondly, we want to be ambitious and aim to secure more high quality jobs in the area to allow people to fulfil their potential.

The developments related to the Energy Island and the Menai Science Park are two examples where there is potential to secure high level, specialised employment and we want to ensure that local people are best placed to take advantage of these opportunities.

Getting more people into work is a complex problem that relies on no single answer. There has to be work available, we need to be able to deliver first class education and people need to engage and want to be supported. But we must recognise that some crucial factors are not within our influence, for example, the global recession. These factors could have dramatic impacts on intended outcomes.

What are we going to do?

Work together to improve levels of attainment in education overall and reduce inequalities through:

Providing co-ordinated support to help improve literacy and numeracy skills

Rolling out a programme to improve attendance

Reducing gaps in attendance and attainment for vulnerable groups (in particular those eligible for free school meals and children who are looked after

Fostering a culture of high achievement and high aspiration in schools, colleges and training settings

Work together to develop a co-ordinated way that makes sure people receive effective and targeted support to get work and remain in work, through for example:

Providing opportunities for adults to improve their basic skills in literacy and numeracy

Working with local colleges, universities and training providers to raise awareness of courses and support available to adult learners

Making sure that programmes and courses to learn new skills are part of a co-ordinated pathway leading to employment

Promoting a wide range of volunteering opportunities

How will we know we're making a difference?

We will look at the following information:

Percentage (%) of young people achieving level 2 threshold (equivalent to 5 A* - C grades)

Percentage (%) of young people achieving level 2 threshold (equivalent to 5 A* - C grades), who are eligible for free school meals

Percentage (%) of young people achieving level 2 threshold (equivalent to 5 A* - C grades), who are looked after

Percentage (%) of pupils at the end of Year 6 that have a reading age / numeracy score at or above their chronological age / expected level (statutory test requirement from May 2013)

Average attendance rate of children in primary and secondary schools

Percentage (%) of economically active people who are unemployed

Employment rate of those aged 16 to 64 years old

Percentage (%) of young people aged 16 to 18 who are NEET

Percentage (%) of working age adults with no qualifications.

Supporting People in Financial Need

What do we want to achieve?

People in financial need receive the right advice and support

Reduce Poverty:

One of the key challenges ahead is how best to address poverty and access to a range of support services. There are particular challenges ahead to address poverty across the various age groups and access to appropriate support services.

The 'Welfare Reform Bill' is the biggest change to the national welfare system for over 60 years and the effect locally of the reform is a concern and recent figures show that one third of tenants affected by the changes to welfare payments, known as the 'bedroom tax' in Wales are already running up rent arrears.'

We also recognise the importance of targeting action not only across different age groups but also towards the needs of groups in society who are vulnerable and in need have support. This covers a range of issues including measures to address poverty and those at risk of exploitation e.g. rogue traders. The current changes in Welfare Reform pose many challenges to the relevant agencies.

This paper proposes to link into services that will help people out of fuel poverty through making information on energy efficiency integral to the advice provided by staff. Finally, promoting digital inclusion will give more people access to cheaper fuel accounts, shopping and consumer goods and services, and make their claims for state benefits easier.

Work is currently being undertaken within both counties to reduce financial exclusion and poverty however there is a lack of:

- co-ordination;
- effective joint working processes;
- awareness of good practice and the integration of that practice into the work of front line staff;

The end result is that there is a capacity gap and lack of consistency.

What are we going to do?

In order to tackle these issues it is proposed that a Financial Inclusion and Anti Poverty Group is established across Gwynedd and Anglesey to engage with providers who specialise in this field and develop proposals to be included in the Single Integrated Plan. It is proposed that the group could:

- undertake a mapping exercise to identify the services that are available that support financial inclusion;
- develop approaches to ensure financial inclusion and anti-poverty actions are embedded into service, operational plans and staff guidance
- identify those services where staff and people will benefit most from receiving awareness training e.g. Revenues and Benefits, Social Services, Housing and Housing Associations, Families First and Supporting People providers; and,
- produce a financial inclusion strategy.

This project will enhance the joint working and impact of existing providers and networks working in the area of financial inclusion and anti-poverty including them as key stakeholders in the delivery of the Single Integrated Plan and ensuring that the issues are considered and addressed by the Local Service Board.

- Enable residents to access advice on financial issues and ensure that those eligible are able to access the full range of benefits and services to avoid poverty
- Enable residents to access equipment to get online and make the most of digital technology by working together to encourage and enable residents to gain confidence and skills needed
- Promote financial inclusion to facilitate access to affordable financial products and services
- To promote and raise awareness of energy efficiency initiatives together with appropriate energy advice services to provide support and guidance to reduce the likely impact of fuel poverty

How will we know if we have made a difference?

An increase in:

- The amount of front line workers trained to give advice on financial inclusion
- Economic activity
- Entitled claimants accessing benefits and services

A reduction in:

- Housing sanctions
- Reliance on food banks
- Reduction in eviction notices issued

Homes and Communities

What do we want to achieve?

People in Anglesey and Gwynedd live in safe, appropriate housing in vibrant and cohesive communities

A sustainable community is one where people want to live, with pleasant homes and an environment that meets the needs of existing and future residents, including children. It provides a high quality of life and makes the best use of natural resources. A vibrant community is inclusive and cohesive where people play an active role in working with others to address local issues such as education, safety, employment and health.

Living in a pleasant environment, where there are plenty of communal spaces to play, meet and develop community relations is important for people's physical and mental wellbeing. The quality of housing and infrastructure, in particular, has long since been linked with social and health experiences in an area. For example, communities where there are high numbers of empty homes, vacant businesses, not many things to do and not many places to play are likely to experience more incidences of anti-social behaviour or substance misuse and have a higher proportion of people with poorer mental health and emotional wellbeing.

The impact that a person's home has on their health, wellbeing and even educational attainment is also well established. If a house does not keep its inhabitants safe, warm and dry, it can cause or worsen some of the most common health conditions, such as circulatory, respiratory and mental health problems. If housing is not suitable it can cause barriers to independence, and can create hazards, such as trips and falls.

Providing housing that is suitable and an appropriate size, in particular for older people, young people and disabled people, can relieve the pressure on health services, provide people with a better quality of life and build an important foundation for young people to grow, learn and perform academically.

Community cohesion is vital to ensure good relations between people from different backgrounds where diversity is valued and individuals share a sense of belonging and work together to make their area a better place. This can be promoted through intergenerational practice which improves relations between different age groups who may have little contact. Through sharing skills, experiences and ideas the different generations can gain a better understanding of each other.

We have produced a Local Development Plan for Anglesey and Gwynedd that details of how we will balance social, economic and environmental issues to meet the needs of those people living, working and visiting Anglesey and Gwynedd. The plan sets out how we will use land for new housing, employment and retail sites with sustainability as its central principle.

What are we going to do?

Increasing supply - deliver more affordable housing, more appropriate housing for changing demographic trends, making better use of our relationship with the private rented sector to meet the growing needs, empty properties back into use

Quality and improvement- improving quality of private sector accommodation

Mitigating the impact of welfare benefit reform - anti-poverty address emerging needs for smaller or shared accommodation

Work together with communities to deliver housing and community regeneration action; including the reoccupation of empty properties in targeted areas and developing public spaces that are safe, attractive and encourage social interaction and community cohesion.

Enable a supply of supported housing that responds to the needs of identified vulnerable groups.

consider health and sustainable development in all planning, policy and strategy development to encourage and promote healthy and sustainable environments and behaviours.

Support communities to becoming more sustainable. For example, through being more energy efficient, producing less waste and using fewer natural resources.

How will we know we're making a difference?

To know that we are making a difference in supporting people to address their housing needs and live in sustainable and vibrant communities we will look at the following information:

Number of empty properties

Need for affordable housing.

Number of housing units (affordable and market) developed annually.

Percentage (%) of respondents satisfied with the cleanliness of their community

Percentage (%) of respondents who believe they can influence decisions affecting their local area

The Welsh language

What do we want to achieve?

The Welsh language prospering in Gwynedd and Anglesey

Background

According to the 2011 Census, 65.4% (77,000) of the population in Gwynedd and 57.2% (38,000) of the population in Anglesey can speak Welsh. Apart from one ward in Conwy, Gwynedd and Anglesey are the only counties throughout Wales that have areas with over 70% of the population able to speak Welsh according to the 2011 Census.

There is variation in the commitment of public sector bodies to provide Welsh language services as seen in their Welsh Language Schemes, and the way in which those Language Schemes are implemented.

In 2008, through the Local Service Board, all public sector bodies that provide services in Gwynedd (and Anglesey) committed to the Gwynedd Welsh Language Charter, aimed at providing a consistent standard of service across the public sector in Gwynedd.

New statutory requirements through the Welsh Language (Wales) Measure 2011 and the need to comply with the Welsh Language Standards when they are published

What are we going to do?

Increase and standardize the provision of public services through the medium of Welsh for service users

Increase the opportunities to use Welsh in the workplace

Increase in the number of posts that require skills in both Welsh and English

Establish a baseline for the number and type of posts within the public sector that require Welsh and English skills. Based on the baseline data, create a pilot scheme to develop bilingual workplaces to be implemented in 2014/15 as part of the Delivery Proposals of the Council(s) Strategic Plan 2014-2017.

Gwynedd and Anglesey people live in a sustainable environment

What do we want to achieve?

- **Promote and maintain our natural environment**
- **Reduce carbon emissions**
- **Respond to the challenges of climate change effectively**

We will continue with the Gwynedd carbon reduction project and extend the project across the two counties, working together to reduce the carbon footprint of the public partners regarding energy from buildings, transport and waste.

We will work towards reducing the carbon footprint of the public sector partners as follows:

- Energy and property
- Transport
- Waste – aim to reduce and monitor progress

Demonstrate that we are providing opportunities for individuals and communities to get access to information and advice on reducing the carbon footprint in the community sector.

We will promote local food production

We will ensure that the main public organisations have plans in place in order to reduce travelling or to travel by using more sustainable modes of transport

Making the Connections

Engagement Plan

Engaging with the people of Gwynedd and Anglesey is vital and the Local Services Board is committed to the National Principles for Public Engagement in Wales published by Participation Cymru.

Our aim:

1. Work collaboratively on engagement in order to improve services for the people of Anglesey and Gwynedd
2. Engage with the public and with partners with regard to the area's services in a timely and relevant manner
3. Communicate in an understandable and effective manner, whilst clarifying and listening well.
4. Seek to continually improve our engagement.

What is the Plan?

In practice this means joint engagement in the following areas:

Community Strategy
Health and Wellbeing
Community Safety
Children and Young People
Projects and other activities of the Anglesey and Gwynedd Partnership
Communities First
Lleisiau Lleol

What does this mean?

- Ensuring joint arrangements in order to collaborate on engagement in these areas
- Developing ways to provide citizen-centred services collaboratively
- Sharing resources, information and the results from engagement activities across partner organizations and others
- Increasing the consistency of engagement and securing a better use of resources
- Providing opportunities for the area's communities to express an opinion, including communities that are often overlooked.
- Establishing a framework to ensure that this happens.

Implementing the objectives:

Establishing an annual program for the engagement work of the Local Services Board

- Establishing an engagement network for LSB partners to develop the engagement schedule
- Using trained facilitators

- Setting up a website for the Anglesey and Gwynedd Partnership to share information and to be at the centre of the engagement process for partners and residents of the area
- Being open about the partnership work of Gwynedd and Anglesey
- Engaging and listening to the views of partners and residents of the area
- Striving for continuous improvement to the engagement processes.
- Reporting and explaining relevant developments in a consistent, understandable and relevant way
- Effective communication

Our aim is to try to engage collaboratively where this is practical – with the aim of reducing duplication and also of improving the engagement process. An Annual Report of the partnership's work will be published each year. A Review of the Integrated Plan will be carried out annually by the Local Services Board

Information Plan

The area's main public services gather a lot of information - statistics on health, crime, education etc.

In order to establish an effective information strategy partners need to commit to the sharing of information with the Local Services Board as well as with each other.

The way in which information is collected and distributed needs to be better co-ordinated, with each member of the Board agreeing to develop a protocol for the sharing of information, and research and information officers from partner organizations shall keep in regular contact with each other to share information.

This information needs to be analyzed - looking at key indicators and looking at long term developments. This should be part of a regular (annual) review of the priorities of the integrated plan

Information Sharing

The sharing of information surrounding the work of the Partnership is vital and involves the commitment to network with the Local Services Board partners regularly

- Developing a joint protocol to share information and analysis
- Publishing an Annual Report on the website which includes updates of the most recent information from the relevant fields.
- Publishing information regularly about the partnership's work on the website.

Scrutiny Arrangements

The Work of the Partnership and of the Local Services Board will be scrutinized by members of Gwynedd Council and of Anglesey County Council as part of their corporate arrangements.