

Improving Gwynedd Together

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Drafft Community Strategy for Gwynedd



Improving Gwynedd Together

Gwynedd's communities are facing a number of fundamental economical, environmental and social challenges. In order to improve Gwynedd, a long-term vision is required – and that is the purpose of this document.

Here, we have a summary of the main priorities facing Gwynedd – and the joint-actions that have been identified thus far.

These priorities and outcomes were drawn up by discussing with partners, public establishments, organisations and individuals in local groups. I wish to thank everyone who has contributed to the work to date.

This work will be a basis for updating the county's Community Strategy, jointly with the county's strategic partnerships.

The challenge facing our communities is substantial – in a period of financial constraints, intelligent prioritisation and acting in partnership is more important than ever. We must continue with our ambition of achieving more and creating change for the benefit of Gwynedd, as well as its people.

I wish to invite you to offer your comments on the contents of this document, and encourage you to continue with the valuable work that is being done to collaborate in order to improve Gwynedd together.

Dyfed Edwards

Chairman, Gwynedd Together

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GWYNEDD TOGETHER OUTCOMES

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Principles

The purpose of the Community Strategy is to promote economic, social and environmental welfare in Gwynedd.

The following principles are central to the work:

- To promote the economic, social and environmental wellbeing of people and communities in order to improve the quality of life for our, and following generations.
- To promote local services with a focus on citizens
- To deal with social issues that contribute to exclusion, poor health, and equal opportunities
- A commitment to work together across the public sector, the private sector and the third sector
- A commitment to be accountable to the county's citizens
- Promoting equal opportunities
- Promoting the Welsh language

A thriving economy

- We wish to see Gwynedd's economy flourishing (*page 4*).
- We wish to see opportunities for all to be part of the working environment, in particular young people under 25 years and other groups facing barriers (*page 5*).

Introduction

This area is not a statutory responsibility; however Local Authorities are responsible for leading the development of the economy in their areas.

In this context, Gwynedd Council, and its Economy and Regeneration Programme Board, has identified a cluster of projects that it considers to be transformational, and worthy of prioritisation in order to be implemented during 2011-14. These projects are intended to stimulate and contribute to the economic prosperity of the county. As the projects are implemented, attention will be given to spatial development, with a specific emphasis in the main programmes on Meirionnydd.

The Gwynedd Economic Partnership operates to promote the local economy, and in particular works to plan, lead and implement the Rural Development Plan in Gwynedd. The Partnership is also a forum for promoting understanding and joint discussion between the private sector, the third sector and the public sector in economic matters.

A THRIVING ECONOMY

Experiences	Evidence	Intended Actions
What we want to achieve for the residents of Gwynedd and how will this look?	Why has this been identified as an outcome?	What are the main plans in order to realise the sub-outcome?
<ul style="list-style-type: none"> • Residents benefiting from an economy that takes more advantage of its strengths to develop relevant work sectors and create jobs. • Residents taking more advantage of relevant high value sectors that will have been developed within the economy across the county. • Residents benefiting from a greater variation of jobs across the county • More of the county's business people reporting that they are able to appoint local workers with the appropriate skills, including the Welsh language. • More of Gwynedd's businesses thriving. 	<ul style="list-style-type: none"> • The number of job vacancies in Gwynedd is insufficient for job seekers; 0.2 jobs per claimant, with 0.12 jobs to each claimant in Meirionnydd • Dependency on a small number of sectors for employment, and the lack of presence of sectors with a high financial value. This makes the county's economy more fragile – the public sector employs 37.3% (before budgetary cuts are implemented) while manufacturing employ 7.6%, energy and water 1.2%, science based sectors 2.6% • Growth has tended to happen in sectors of low financial value – distribution, hotels and restaurants employ 31.2% • Average earnings in Gwynedd among the lowest in Wales : 89% of the Wales figure; 81.4% of the UK figure. • Employers report the lack of significant and basic skills among their workers – one of the main shortcomings noted by businesses in February 2011 was the lack of Welsh language skills among the workforce. • The peripheral geography of the area and the distances to markets contributes to the underperformance of the economy, and the speed of broadband in the area is insufficient to create a commercial critical mass. 	<ul style="list-style-type: none"> • Green Gwynedd and the Low Carbon Sector – targeting the energy, environment and engineering sector. • Digital Gwynedd – by collaborating with WAG to establish Gwynedd as a fully digital area, and obtaining competitive advantage for the county's businesses. • Developments within the Medical, Scientific and High Technology Sectors – by targeting the medical sector. • Keeping the Benefit Local – by developing key sectors by focusing on the financial opportunities of large capital plans, and enabling local businesses to receive more of the ensuing benefits. • Llwyddo yng Ngwynedd: Financial and practical support for rural enterprises to establish or expand new enterprises and to develop new ways of finding a market for their produce.

OPPORTUNITIES FOR ALL TO BE PART OF THE WORKING ENVIRONMENT, WITH EMPHASIS ON YOUNG PEOPLE UNDER 25 YEARS OF AGE AND OTHER GROUPS THAT ARE FACING BARRIERS

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why has this been identified as an outcome?</p>	<p>What are the main plans in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • More residents across the county in work, especially young people. • More households across the county experiencing an increase in their income, with fewer people in the lower income bands. • Fewer children living in poor homes. 	<ul style="list-style-type: none"> • Only 67.6% of the working age population are in work • 625 young people in Gwynedd, under 25 years are looking for work; 30.5% of job seekers allowance claimants in the county. <p>Median income of household income in Gwynedd is consistently lower than Wales and the UK, as well as the percentage in the lower income bands; 9.8% of Gwynedd households have an income lower than £10k (insufficient to pay energy bills, get a mortgage and therefore support a family); 22.2% on an income less than £15k; and 50.3% on an income lower than £25k. The situation is at its worst in Meirionnydd.</p>	<ul style="list-style-type: none"> • Young Apprentices Employment Path – by developing vocational apprenticeships, targeting growth and high-value sectors and placing apprentices with local businesses and employers including the public sector. • Overcoming Obstacles to Work – by targeting groups that are underrepresented in the labour market including single parents, those in danger of becoming NEETs, those with mental health problems and young people.

An area with a Sustainable Environment

- Maintain a natural environment that brings benefit to the community (*page 7*)
- Ensure that Gwynedd's carbon footprint is low (*page 8*)
- Ensure that the people and communities of Gwynedd are able to cope with climate change (*page 9*)

Introduction

It is acknowledged that the quality of the natural environment in Gwynedd is of the highest quality and this is reflected in the number of designations obtained in terms of the quality of the environment. Climate change is one of the major threats to the world at the moment and Gwynedd is no exception and over the next years, steps will need to be taken in order to mitigate its effects, along with adapting to its side-effects.

Establishments already have much work in progress in this field and the intention is to build on the success of this work. An example of this is the Local Services Board's Carbon Footprint Reduction Project that derived from the work of Gwynedd Tomorrow and this Project will continue to be central in the County's efforts to reduce its carbon emissions in the future.

Gwynedd's Environmental Partnership will be responsible for leading on this theme and ensuring that the intended actions are developed based on the development of the sub-outcomes, their implementation and monitoring, by encouraging collaboration across organisations in order to maximise benefits.

ENSURE THAT GWYNEDD'S CARBON FOOTPRINT IS LOW

Experiences	Evidence	Intended Actions
What we want to achieve for the residents of Gwynedd and how will this look?	Why has this been identified as an outcome?	What are the intended actions in order to realise the sub-outcome?
<ul style="list-style-type: none"> • Increasing the use of renewable energy. • Promoting energy saving and efforts to make buildings more efficient. • Improving integrated / sustainable travel arrangements. • Reducing Waste, encouraging and taking advantage of economic opportunities deriving from recycling. 	<ul style="list-style-type: none"> • Welsh Assembly Government – carbon reduction target of 3% per annum. • Target of reducing emissions 80% in the UK by 2050, with a reduction of at least 34% being secured by 2020. • In 2007, the CO2 emissions in Gwynedd were 777,000tCO2. • Carbon dioxide emissions have reduced 2.6% in Gwynedd since 2006. • The county is the 7th lowest amongst all Welsh authorities. • In 2005, Gwynedd's carbon footprint per capita was 6.7 tonnes whilst the carbon footprint of Wales per capita was 11.2 tonnes. • In 2007, Gwynedd's carbon footprint per capita was 6.6 tonnes whilst the carbon footprint of Wales per capita was 11.1 tonnes. • Gwynedd's proportion of the carbon footprint of Wales is 2.35%. • In 2005/06, the CO2 emissions of the Gwynedd Local Services Board associated with the use of energy in non-domestic buildings was 48,217tCO2. By the end of 2009/10, a reduction of 5.77% had been seen in the emissions. • In 2007/08, the CO2 emissions of the Gwynedd Local Services Board bodies associated with business journeys was 9,650tCO2. • Statutory target for recycling/composting 52% of urban waste by the end of 2012/13 (25% recycling, 27% composting). 	<ul style="list-style-type: none"> • Raising awareness of the benefits of saving energy and renewable energy by using local and national good practice examples. • Raising awareness of the economic opportunities that low carbon / renewable energy offers to the County. • Realising plans in order to ensure that the County takes advantage of funding sources such as ARBED 2, CERT, CESp, the Feed in Tariff, the Renewable Heat Incentive, and the Welsh Assembly Government's Fuel Poverty programme. • Continuing to implement the Local Services Board's Carbon Footprint Reduction Project within the organisations that are members of the Board. • Ensuring that the objectives of the Local Services Board's Carbon Footprint Reduction Project are extended to the community sector and business sector. • Ensuring that the main public organisations have plans in place in order to reduce travelling or to travel by using more sustainable modes of transport. • Encouraging and promoting initiatives to reduce waste and increase recycling/ composting levels.

ENSURE THAT THE PEOPLE AND COMMUNITIES OF GWYNEDD ARE ABLE TO COPE WITH CLIMATE CHANGE

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why has this been identified as an outcome?</p>	<p>What are the intended actions in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • Regular, clear and comprehensible communication. • Increasing the resilience of communities and organisations to the impacts of climate change. • Ensuring that the County's infrastructure is able to cope with the impacts of climate change. 	<p>The UKCP09 data shows that the following side-effects will affect Gwynedd in the future as a result of climate change:</p> <ul style="list-style-type: none"> • hotter summers, milder winters; • a longer growing season; • more rain in the winter, less in the summer; • warmer seas and an increase in sea level of up to 1 metre (2100); • more extreme weather; • more periods of drought, extreme temperatures and flooding; • frequent storms/strong winds. <p>In terms of the risk of flooding on a Wales level:</p> <ul style="list-style-type: none"> • 220,000 properties at flood risk – 1 in 9 of the population; • 80% of the clean and foul water infrastructure and 22% of the electricity grid at flood risk. • Approximately 12,000 of Gwynedd residents live in flood risk This shows that the County is third to Conwy and Newport in terms of the number of people at substantial risk of flooding. 	<ul style="list-style-type: none"> • Ensuring that clear, regular and comprehensible messages are conveyed regarding the likely impacts of climate change. • Completing the Pwllheli Flooding Pilot Project. • Identifying communities in the County at a high flood risk • Identifying the risks that exist in the communities and actions in order to respond to the risk. • Raising awareness amongst the residents. • Developing plans and a work programme to respond to the risks. • Ensuring the resilience of developments and infrastructure in terms of climate change. • Public bodies to ensure that they are resilient to climate change and that plans are in place to ensure service provision continuity.

MAINTAIN A NATURAL ENVIRONMENT THAT BRINGS BENEFIT TO THE COMMUNITY

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why has this been identified as an outcome?</p>	<p>What are the intended actions in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • Ensuring that communities appreciate and contribute towards protecting the natural environment. • Using the natural environment as an economic resource. • Growing and purchasing food locally. 	<p>Gwynedd's natural environment is considered as an environment of the best quality. The following can be found amongst the designations:</p> <ul style="list-style-type: none"> • 63% of the County is located within Snowdonia National Park; • 6.1% has been designated as an Area of Outstanding Natural Beauty (Llyn); • 140 SSSI designations (15% of the designations in Wales); • 88km has been designated as Heritage Coast; • The Pen Llŷn a'r Sarnau Special Area of Conservation, which extends over 230 kilometres long, is the second largest SAC in the UK; • 7 Local Nature Reserves; • 25 National Nature Reserves; • A study by the Valuing Our Environment Partnership in 2001 showed that the environment was a fundamental part of the Welsh economy as it: <ul style="list-style-type: none"> • Maintained 1 in 6 jobs; • Contributed £1.8billion in salaries to the Welsh economy on an annual basis. 	<ul style="list-style-type: none"> • Protecting and adding value to the special environmental features of Gwynedd. • Educating communities regarding the importance of protecting the natural environment. • Highlighting economic opportunities associated with the natural environment. • Promoting and raising awareness of growing and producing local food in Gwynedd.

Gwynedd being an area where children and young people succeed

- Children and young people having the best start in life and receiving good care in safe, suitable and secure homes (*page 11*)
- Children and young people achieving their full learning potential and gaining skills (*page 12*)
- Children and young people having the best possible health and having fair access to active, creative and exciting experiences and opportunities (*page 13*)
- Children and young people able to voice their opinions with confidence and make a positive contribution to society (*page 14*)
- Young people developing into confident, successful and independent young adults who make the best of their lives (*page 15*)

Introduction

The children and young people of Gwynedd have the right to live happy, content and safe lives, to voice their opinions and have access to opportunities and experiences that will enable them to succeed and reach their full potential. Approximately 37,500 children and young people aged between 0 and 25 live in Gwynedd. However, not every child and young person who lives in Gwynedd is able, at present, to have access to the services, opportunities and experiences that will enable them to reach their full potential because of a combination of personal, family, social, economic and geographical circumstances.

Consequently, creating Gwynedd as an area where children and young people succeed, regardless of their circumstances, is a high priority for the Gwynedd Children and Young People Strategic Partnership.

The duty of the Gwynedd Children and Young People Strategic Partnership to publish a Children and Young People Plan under the Children Act (2004) is realised through this document.

CHILDREN AND YOUNG PEOPLE HAVING THE BEST START IN LIFE AND RECEIVING GOOD CARE IN SAFE AND SECURE HOMES

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why is this important and what is the current situation in Gwynedd?</p>	<p>What are the intended actions in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • Parents and families receiving timely support that is more integrated and that has been planned effectively based on their needs. • Fathers being supported to play a full role when bringing up their children. • Parents and families having access to information regarding the support available to them when bringing up their children. • Parents and families having full access to accessible, flexible and affordable childcare. • Children being brought up bilingually in households that use the Welsh language. • Children, young people and families living in suitable and secure homes and safe accommodation. • Families facing fewer poverty-related disadvantages. 	<p>The quality of the care given to children by their parents, the family's economic circumstances and the condition and stability of the home has a substantial impact on the outcomes of children and young people in life. However, some parents and families will need assistance and support from time to time in order to provide the best care, experiences and opportunities for their children.</p> <p>13,095 families live in Gwynedd – 44% are families with one child only, 37% are families with two children and 19% are families with three or more children. Currently, the ability of parents and families to have access to support depends on where they live and the location of services, plans and programmes and there are gaps in the provision available to parents and families, in particular those who are most vulnerable, across the continuum of need. In recent years, an increase has been seen in the number of children in need and looked after children. In terms of poverty, 15.9% of children in Gwynedd live in unemployed homes and 15% of children are considered as ones who live in extreme poverty. In recent years, an increase has been seen in the number of homeless families and it is anticipated that this trend will continue over the next few years as a result of changes being introduced to the benefits system.</p>	<ul style="list-style-type: none"> • Establishing new models for planning, commissioning and providing integrated support to families across the continuum of need, thus ensuring emphasis on vulnerable families and those at risk of being vulnerable. • Ensuring that families with disabled children under 5 years of age receive appropriate, timely and integrated support in accordance with the 'Early Support' programme. • Establishing a Family Support Integrated Service to support parents with substance misuse problems. • Implementing a Flying Start Scheme in the Bangor, Caernarfon and Blaenau Ffestiniog areas. • Arranging and holding courses and parenting groups in Gwynedd for mothers and fathers who have children of all ages. • Developing childcare provisions that are accessible, flexible and affordable across the County. • Improving parenting skills and supporting families to have access to advice and information about work and issues relating to work and benefits, managing money and housing

CHILDREN AND YOUNG PEOPLE ACHIEVING THEIR FULL LEARNING POTENTIAL AND GAINING SKILLS

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why is this important and what is the current situation in Gwynedd?</p>	<p>What are the intended actions in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • Children and young people receiving the best possible learning experiences in all educational establishments in Gwynedd. • Children and young people taking responsibility to learn and develop to the best of their abilities. • Young people receiving high quality education, training and personal support programmes. • Children and young people receiving learning experiences in educational establishments that respond fully to learning practices and processes and modern education and provides services and facilities to the broader community. • Children and young people with additional learning needs having opportunities and experiences that have been effectively planned based on their needs in order to enable them to achieve their full learning potential. • Vulnerable children and young people being included fully within the mainstream establishments and receiving appropriate support to overcome barriers to learning. 	<p>Having good experiences and learning opportunities of quality in accessible, modern and suitable establishments enables children and young people to achieve their full learning potential and to develop, gain and nurture the information and skills they need to develop into confident, successful and complete bilingual individuals.</p> <p>The educational achievement of children and young people in Gwynedd is good across all Key Stages and amongst the highest in Wales. However, the picture is less favourable for specific groups of learners such as those who receive free school meals and those with additional learning needs. The percentage of pupils with additional learning needs has increased from 3.93% in 1998 to 6.63% in 2009 and this trend is likely to continue in future. Attendance and unauthorised absence in the primary sector is good, but slightly lower in 2009 than in 2007 in the secondary sector. Although the average number of days lost from school as a result of all specific period exclusions is improving, the figure remains higher than the Welsh average. The reduction in the number of pupils in Primary and Secondary Schools in Gwynedd has led to an increase in the number of empty places within education establishments across the County. Also, there is a need to invest in improving the condition of some educational organisations in specific areas within the County.</p>	<ul style="list-style-type: none"> • Supporting and challenging schools to improve the performance of various groups of pupils, to reduce the difference in performance within and across schools and in order to ensure follow-up in the bilingual skills of pupils. • Transforming the provision offered to children and young people who have additional learning needs by establishing a model of provision based on good practice. • Ensuring multi-agency collaboration in order to enable vulnerable learners to receive appropriate assistance and support to overcome barriers to learning and to achieve their full learning potential. • Supporting schools to develop effective intervention programmes in relation to basic skills. • Continuing to work with schools to prepare them for the Estyn's Common Inspection Framework. • Rationalising empty places within educational establishments in Gwynedd and improving educational buildings in specific areas. • Ensuring that children and young people who do not attend school or any other educational establishment receive good learning experiences.

CHILDREN AND YOUNG PEOPLE HAVING THE BEST POSSIBLE HEALTH AND HAVING FAIR ACCESS TO ACTIVE, CREATIVE AND EXCITING EXPERIENCES AND OPPORTUNITIES

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why is this important and what is the current situation in Gwynedd?</p>	<p>What are the intended actions in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • Children, young people and families enjoying the best possible physical and mental health. • Children and young people being protected from abuse, neglect and exploitation. • Children, young people and families receiving advice and information that enables them to make positive choices and decisions regarding their health and well-being. • Children, young people and families having fair access to health and care services. • Children and young people receiving information on the harm that smoking, drinking alcohol, drug use and substance misuse can cause to their health, their families and the broader community. • Children, young people and families being encouraged and supported to eat healthily. • Children, young people and families having fair access to formal and informal play opportunities that are appropriate, safe and exciting. • Children, young people and families having fair access to active, creative and culturally exciting experiences and opportunities. 	<p>Good physical health and emotional well-being sets an important foundation for life and enables children and young people to participate fully in education, training or employment and to take maximum advantage of active, creative and exciting opportunities.</p> <p>The rate of child immunisation is high in Gwynedd and amongst the highest in Wales. Breastfeeding rates have stayed relatively constant over the past three years with 60% of mothers choosing to breastfeed their children in 2008/09. However, teenage pregnancy rates have increased, in particular amongst girls under the age of 18. Suicide rates in Gwynedd are low and amongst the lowest in Wales and the number of children and young people from Gwynedd who have been seen in Ysbyty Gwynedd due to self-harming has reduced substantially since 2007/08. No data is available at present regarding the habits of children and young people in relation to healthy eating, smoking and substance misuse. The number of children and young people who are members of youth movements such as the Urdd, Young Farmers and Youth Clubs has increased in Gwynedd. However, more work needs to be done to ensure that children and young people in special circumstances have fair access to active, creative and exciting experiences in Gwynedd.</p>	<ul style="list-style-type: none"> • Encouraging and supporting more mothers to breastfeed their babies. • Ensuring that children and young people have full access to information, advice and services to support their mental health and emotional well-being (e.g. counselling service in schools, anti-bullying campaigns, etc.). • Promoting the C-Card Scheme to ensure that young people have access to advice and information on sexual health and contraception issues. • Ensuring that children and young people have full access to clear and consistent information on the dangers of smoking, drinking alcohol, drug use and substance misuse. • Commissioning formal, informal and open play schemes and activities including schemes and activities for disabled children and young people and their families. • Providing opportunities for young people by participating in active and physical activities by means of the Gwynedd Active Young People Schemes. • Providing opportunities for young people to participate in drama, art and dance activities.

CHILDREN AND YOUNG PEOPLE ABLE TO VOICE THEIR OPINIONS WITH CONFIDENCE AND MAKE A POSITIVE CONTRIBUTION TO SOCIETY

Experiences	Evidence	Intended Actions
What we want to achieve for the residents of Gwynedd and how will this look?	Why is this important and what is the current situation in Gwynedd?	What are the intended actions in order to realise the sub-outcome?
<ul style="list-style-type: none"> • Children and young people receiving meaningful opportunities to voice their opinions and to be heard on issues that affect them. • Children and young people aware of their rights and responsibilities. • Children and young people being respected and showing respect towards each other regardless of their race, language, sexual orientation, disability, age or religion. • Children and young people who need assistance and support to voice their opinions having access to independent advocacy services. • Children and young people receiving opportunities to use, develop and extend their bilingual skills. • Children and young people receiving opportunities to use and practise the Welsh language in social and informal circumstances. • Children, young people and families respecting the environment and caring for their surroundings. • Young people being encouraged and supported to take advantage of volunteering opportunities. 	<p>It is important that each child and young person is aware that they have the right to express their views and participate in the decisions, planning and reviewing relating to activities and services that could affect them. Empowering the voice of children and young people by means of effective participation arrangements could lead to a number of advantages including improving their academic performance and behaviour in school; developing their personal, social and community skills and increasing their feelings of self-confidence and self-respect.</p> <p>The numbers who hold the Clywed logo has increased annually in Gwynedd – from 76 in 2007/08 to 110 in 2009/10. Although alternative arrangements are in place in Gwynedd in order to empower the voice of children and young people such as Youth Forums and School Councils, there is a need to strengthen and develop these arrangements further in order to ensure that each child and young person has the opportunity to voice their views effectively. Although 70% of pupils use the Welsh language with a teacher in the classroom, only 27% use it with their peers on the school yard which suggests that further investment is required in initiatives aimed towards promoting the use made of the Welsh language by children and young people within, and in particular outside, the classroom.</p>	<ul style="list-style-type: none"> • Publishing a new Children and Young People Participation Strategy and Action Plan. • Promoting the rights and responsibilities of children and young people in accordance with Our Rights – Gwynedd’s Children and Young People Rights Charter. • Increasing the numbers of services that manage to gain the Clywed accreditation. • Commissioning independent advocacy services for children and young people who need assistance to voice their opinion. • Promoting ‘Clust i’r Ifanc’ as a service to receive feedback from children and young people regarding the services they use. • Developing programmes and schemes in order to increase the use made of the Welsh language by children and young people in social and informal circumstances. • Planning and providing opportunities for young people to volunteer and participate fully and effectively in the lives of their communities. • Encouraging children and young people to make safe and responsible use of social networking sites.

YOUNG PEOPLE DEVELOPING INTO CONFIDENT, SUCCESSFUL AND INDEPENDENT YOUNG ADULTS WHO MAKE THE BEST OF THEIR LIVES

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why is this important and what is the current situation in Gwynedd?</p>	<p>What are the intended actions in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • Young people having full access to a variety of formal and informal learning experiences that give them opportunities to gain qualifications and accreditations, develop skills, venture and enjoy. • Young people being prepared for the working environment and being empowered with the correct skills for employment, in particular within the local economy. • Young people receiving unbiased advice and guidance on careers. • Young people participating fully in education, employment or training. • Young people being fully supported during important transitional periods in order to enable them to be confident young adults. • Young people gaining access to advice, information and services that respond to their accommodation needs. • Young people with a strong sense of self-respect and self-confidence that enables them to make the best of their lives. 	<p>Participating in education, employment or training and participating effectively and responsibly in the lives of their communities enables young people to develop the skills and confidence they need to be confident, successful and independent young adults.</p> <p>The percentage in Gwynedd that leaves full-time education without any qualifications is low, but employers express concern that young people do not have the key skills required for the working environment. Although the percentage of young people between 16 and 18 years of age in Gwynedd has stayed relatively constant since 2004, the number of young people between 18 and 25 years of age who are unemployed and who claim JSA is high and on the increase because of the current economic situation and the competition for jobs. Improving opportunities, facilities and youth and leisure services is a regular theme deriving from participation activities with children and young people. In 2007/08, 171 young people presented themselves as homeless to the Council (16 to 24 years of age). This increased to 216 in 2008/09 but it reduced to 190 in 2009/10. However, fewer than half of them were eligible to receive service.</p>	<ul style="list-style-type: none"> • Drawing up a Commissioning Plan for the Youth Support Services field. • Providing opportunities for local people to gain accreditations through informal learning activities. • Planning and providing a suitable and relevant range of academic and vocational courses for young people, including those courses that are most appropriate for taking advantage of work opportunities within the local economy. • Implementing the 'Potential' Scheme in order to support NEET (not in education, employment or training) young people and those in danger of becoming NEET. • Developing and promoting vocational apprenticeships across the county, by modelling and implementing the best method of employing young apprentices. • Implementing a Young People Accommodation Strategy in order to prevent young people from being homeless by enabling them to stay home or securing suitable, safe and secure accommodation.

An exciting area to live in with vibrant communities

- More young people and families of working age choosing to remain in the county to live and work *(page 17)*
- Confident people and communities with the ability to develop their own solutions *(page 17)*
- Towns that succeed in serving their areas and that are vibrant and attractive to residents and visitors *(page 17)*
- Suitable housing for the needs of Gwynedd residents *(page 18)*
- Reasonable access and transport to quality services for the people of Gwynedd *(page 19)*
- Gwynedd people feel safe within their communities *(page 20)*
- People living through the medium of Welsh in Gwynedd. *(page 21)*

Introduction

The Gwynedd Together partners have identified the need to plan in order to react to changes to the demography of Gwynedd and to make the area more attractive to families and young people.

Gwynedd Council and its Programme Boards have identified a cluster of transformational projects to be implemented during 2011-14. These include projects that will make the area more attractive for local people to live and work, with an emphasis on young people and working age families. As these projects are implemented in order to emphasise an atmosphere of vibrancy, attention will be given to spatial planning, specifically directing the main programmes to Meirionnydd.

The Gwynedd Economic Partnership leads the Rural Development Plan in Gwynedd, and in this context implements projects to support and develop community activities.

Other key priorities in this priority are led by the Gwynedd Housing Partnership (4), Gwynedd Community Safety Partnership ((6) and Hunaniaith – the county's strategic language partnership (7)

**MORE YOUNG PEOPLE AND FAMILIES OF WORKING AGE CHOOSING TO REMAIN IN THE COUNTY TO LIVE AND WORK
CONFIDENT COMMUNITIES THAT ARE ABLE TO DEVELOP THEIR OWN SOLUTIONS
LIVELY TOWNS THAT ARE ABLE TO SERVE THEIR AREAS AND BE ATTRACTIVE TO RESIDENTS AND VISITORS**

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p> <ul style="list-style-type: none"> • Gwynedd associated with a vibrant and exciting image and as a place where things happen • Young people perceive living and working in Gwynedd as the adventurous choice, with more young people and working age families choosing and able to stay in the county to live and work • Confident people and communities with the ability to develop their own solutions and be more self-sufficient • Several towns in the county will have rediscovered their purpose as centres for work and services, and are lively and attractive places for residents and visitors. 	<p>Why has this been identified as an outcome?</p> <ul style="list-style-type: none"> • Sustaining the county’s working age population has been identified as a challenge to the economy and society of the more rural parts of the county, and is a specific challenge in Meirionnydd. 62.2% of Gwynedd’s population is of working age, and the trends suggest that this will decline in the future • Young people and families continue to leave Gwynedd – 13.5% of the 20-34 age group leave the county. • The percentage of residents satisfied with life in the county needs to be established – however, studies and various surveys have reported a perception among young people that little happens in Gwynedd, and that an adventurous life means moving away. 	<p>What are the main plans in order to realise the sub-outcome?</p> <ul style="list-style-type: none"> • Yma Mae Pethau’n Digwydd – supporting events and activities that will create the image of a place where things happen, and will promote local ownership. • Key Jobs Bursary – targeting the county’s students in areas where there are shortages of professionals or difficulties in recruitment e.g. dentists, creating opportunities for bursaries (scoping 2011/12) • Improvement of Town Centres - Measures to attract people to town centres once more • Llwyddo yng Ngwynedd: Pecynnu’r Profiad – financial support for 15 communities in Gwynedd to identify their virtues and “package” and promote this for visitors and residents. • Llwyddo yng Ngwynedd: Sustainable Communities- intensive support for 5 rural communities to assess the economic, social and environmental sustainability of their areas and develop innovative plans.

SUITABLE HOUSING FOR THE NEEDS OF GWYNEDD RESIDENTS

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why has this been identified as an outcome?</p>	<p>What are the main plans in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • Improved quality and condition of the County's housing stock. • Additional provision of various affordable housing for local residents. • Increasing the use of existing property in response to the housing needs of our residents. 	<ul style="list-style-type: none"> • The main findings of the latest Survey of the Condition of Gwynedd's Stock (2003) confirmed that 9% of Gwynedd's housing stock had been distributed unsuitably compared to the North Wales average (6.6%); that 18.2% of the stock had been distributed defectively. • Affordability is a particular challenge in an area such as Gwynedd with a housing to income ratio of 6:1. • In September 2010, the average house price in Gwynedd was £178,556. • 2,900 had registered on the waiting list of Cartrefi Cymunedol Gwynedd / Gwynedd Council in February 2011. • Approximately 1,263 long-term empty properties (for over 6 months) in Gwynedd. (situation in September 2009 according to Gwynedd Council's Tax Unit data). • This field can play an important part in achieving various objectives including contributing to a higher provision of affordable housing, safer communities and regenerating and maintaining more sustainable local economies. 	<ul style="list-style-type: none"> • Ensuring that the quality of 100 private housing units in Gwynedd are improved between 2011 and 2016 (based on the availability of resources to implement the scheme). • We will have provided 200 additional affordable units for Gwynedd by means of the various measures (between 2011 and 2016 based on the availability of resources to implement the scheme). • We will have brought 150 additional long-term vacant properties back into use between 2011 and 2016 (based on the availability of resources to implement the scheme).

REASONABLE ACCESS AND TRANSPORT TO QUALITY SERVICES FOR THE PEOPLE OF GWYNEDD

Experiences	Evidence	Intended Actions
What we want to achieve for the residents of Gwynedd and how will this look?	Why has this been identified as an outcome?	What are the main plans in order to realise the sub-outcome?
Improve access to community transport across the county.	<ul style="list-style-type: none"> • Currently there is substantial geographical inequality regarding community transport. • There is a demand to develop and promote a network of community and voluntary transport that would improve access options, respond to local needs, improve social inclusion and provide value for money. 	<ul style="list-style-type: none"> • To ensure that the provision of community transport is dependable and accessible across the county. • Ensure that the provision of community transport is suitable for use by people with disabilities.

GWYNEDD PEOPLE FEEL SAFE WITHIN THEIR COMMUNITIES

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why has this been identified as an outcome?</p>	<p>What are the main plans in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • Gwynedd should be a safe place to live, work and visit. • The residents of the county should be confident in the ability of the Police and Local Authority to collaborate effectively in order to deal with lawbreaking and anti-social behaviour issues that affect them. 	<p>Home Office Statistics 2009/10:</p> <p>Level of crimes recorded in England and Wales:</p> <ul style="list-style-type: none"> • 74 to every 1,000 of the population. North • Wales: 66 to every 1,000. <p>% of people who were victims of lawbreaking (to every 10,000 of the population).</p> <ul style="list-style-type: none"> • England and Wales: 6% • North Wales: 3%. <p>% of people identifying high levels of anti-social behaviour</p> <ul style="list-style-type: none"> • England and Wales: 14% • Wales 16% • North Wales 10% <p>Crime solving rate:</p> <ul style="list-style-type: none"> • England and Wales 28% • North Wales 41% (higher again in Gwynedd). North Wales Police has the highest but one crime solving rate of 43 police forces. <p>The challenge during a period of financial restrictions and restructuring within establishments such as the Police and local authorities, is to maintain these low crime levels.</p>	<p>Gwynedd's Community Safety Partnership has drawn up actions in the following fields:</p> <ul style="list-style-type: none"> • Domestic violence • Antisocial Behaviour • Reducing Re-offending • Class A Drugs • Assaults • PREVENT (anti-terrorism) <p>The Partnership has three year plans for -</p> <ul style="list-style-type: none"> • Crime and Disorder • Substance Misuse

PEOPLE LIVING THROUGH THE MEDIUM OF WELSH IN GWYNEDD

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why has this been identified as an outcome?</p>	<p>What are the main plans in order to realise the sub-outcome?</p>
<ul style="list-style-type: none"> • Families bringing up their children through the medium of Welsh. • Children and young people living, learning, working and venturing through the medium of Welsh in the local area. • The Welsh language thriving in Gwynedd's communities. • The Welsh language being a business language in Gwynedd's workplaces. 	<ul style="list-style-type: none"> • According to the 2001 Census, both parents speaking Welsh at home = 89.7% of 3-4 year old children able to speak Welsh; no Welsh-speaking adults = 34.6% of 3-4 year old children able to speak Welsh. • According to the Social Use of the Welsh Language Survey undertaken by the Gwynedd Primary Sector Children; 70% of pupils use the Welsh language with the teacher in the classroom, 27% of pupils use the Welsh language mainly with their friends in the playground. • 69% of the population was able to speak Welsh in Gwynedd according to the 2001 Census – a reduction of -1.8% since 1991. • 41 Electoral Wards with over 70% of the population able to speak Welsh in 2001, compared to 60 wards in 1991. • Apart from policy statements, establishments are responsible for supporting individuals' language use in the workplace. All public bodies that serve in Gwynedd have seen the need to develop the skills of the workforce who are on Level 4 to reach Level 5. This is the workforce who can have the greatest effect on the use of the Welsh language in the workplace, in particular in a climate where public bodies are not recruiting new staff. 	<ul style="list-style-type: none"> • We will have developed a pilot scheme in 2 areas that will ensure appropriate opportunities and support for parents to nurture confidence to use the Welsh language with their children. • Holding a high profile event to raise awareness of the workforce's role to have a positive influence on the children's social use of the Welsh language. • Investing in a Community Translation Scheme to promote and facilitate the use made of the Welsh language. • Drawing up and developing a suitable course for fluent speakers to develop oral skills that are suitable for the workplace.

Gwynedd being an area with good health and the best care in the community

- Gwynedd residents living healthy lives (*page 23*)
- The people of Gwynedd receiving suitable and timely support to live independently (*page 24*)
- Gwynedd residents having equal opportunities for good health (*page 25*)

Introduction

On the whole, the health and well-being of Gwynedd's residents is favourable compared to the majority of other local authorities in Wales. However, in a recent analysis of health and well-being needs, a number of key issues were identified. In twenty years, one in every three of the population in Gwynedd will be 60 years of age or over. Already, one in every three adults in Gwynedd suffers from a chronic condition that impairs their lifestyle. 57% of the population are overweight or obese and the trend is increasing. Demand for health and care services and the cost of those traditional services are increasing greatly.

Gwynedd's Health, Social Care and Well-being multi-agency partnership is leading on this theme and the statutory responsibility on the main partners, namely Gwynedd Council and the Betsi Cadwaladr University Health Board to produce the Health, Social Care and Well-being Strategy to meet Gwynedd's requirements in 2011-2014 is met in this document.

The vision is ambitious, namely:

"To aim for a level of health and well-being for the people of Gwynedd which is comparable to the best in Europe."

Therefore, the Partnership's task is to ensure that the intended actions developed based on the sub-outcomes are developed, implemented and monitored, by encouraging colleagues across health and care agencies and working with other statutory partners to maximise the health benefits for the residents of Gwynedd. However, the Gwynedd people and communities are also very important partners and the only way to improve health and well-being in the long-term is by everyone working together to reach the aim.

GWYNEDD RESIDENTS LIVING HEALTHY LIVES

Experiences	Evidence	Intended Actions
What we want to achieve for the residents of Gwynedd and how will this look?	Why has this been identified as an outcome?	What are the intended actions in order to realise the sub-outcome?
<p>The people of Gwynedd will be supported and encouraged to make healthy lifestyle choices by:</p> <ul style="list-style-type: none"> • having the best start in life • enjoying the best possible health and well-being in the home, in school, in work and in the community • making lifestyle changes in order to improve health • being responsible for their own health and making positive health decisions • receiving information in order to make the right choices • obtaining access to early preventative interventions 	<p>On the whole, the health and well-being of Gwynedd residents is favourable but there are concerns about the following issues:</p> <ul style="list-style-type: none"> • only 42% of the population reports that they eat five portions of fruit/vegetables per week • only 35% reports that they follow the exercise guidelines • 25% of Gwynedd residents still report that they smoke • Only 0.6% contact No Smoking Wales for assistance to give up smoking • 45% of the population reports that they drink more than the recognised guidelines • 57% of the population reports that they are overweight or obese and 19% are obese 	<p>In order to encourage Gwynedd’s residents to choose a healthy lifestyle, it is intended to establish a Healthy Gwynedd Project that will promote and coordinate health and well-being activities and interventions for Gwynedd residents of all ages, be that in school, in the community or in the workplace. It is intended to focus on the following themes:</p> <ul style="list-style-type: none"> • Active activity • Healthy Eating • Drinking sensibly • Smoke-free Gwynedd • Health within the Council • The Workforce’s Health <p>Promoting mental health and well-being will be key to the success of each of the themes.</p>

THE PEOPLE OF GWYNEDD RECEIVING SUITABLE AND TIMELY SUPPORT TO LIVE INDEPENDENTLY AND SAFELY

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why has this been identified as an outcome?</p>	<p>What are the intended actions in order to realise the sub-outcome?</p>
<p>The people of Gwynedd will receive support when required that will:</p> <ul style="list-style-type: none"> • promote their independence • enable them to manage their own health • give more control and choice in the services offered • suitable and available in the right place at the right time for them • show effective collaboration between partners in order to ensure continuous services of the highest quality • ensure value for money • reflect the views of users when joint planning, evaluating and reviewing services 	<p>What service users themselves say about the health and care provision is very important evidence in this field. Here are a few very revealing comments received during the Community Engagement report.</p> <p><i>“Too much switching care between services – being passed from pillar to post and changes causes problems. There is a need to break down the barriers between services and I want to deal with fewer workers. The two major establishments, Health and Social Services, don’t work together.”</i></p> <p>The need for “One contact point for services”</p> <p><i>“More collaboration between health and social services – making changes as quickly as possible so that people do not lose their confidence.”</i></p> <p><i>“Services should not make you dependent – we can help ourselves and we should receive help to enable us to do this.”</i></p>	<ul style="list-style-type: none"> • Developing joint commissioning plans for a range of specific groups such as older people. • Increasing the emphasis on early preventative interventions in the community. • Strengthening the arrangements of multi-disciplinary teams within the areas by ensuring that they respond to local needs. • Modernising core services in order to provide more suitable support for today’s requirements. • Strengthening engagement arrangements. • Ensuring that referral services are in place for vulnerable people.

GWYNEDD RESIDENTS HAVING EQUAL OPPORTUNITIES FOR GOOD HEALTH.

Experiences	Evidence	Intended Actions
<p>What we want to achieve for the residents of Gwynedd and how will this look?</p>	<p>Why has this been identified as an outcome?</p>	<p>What are the intended actions in order to realise the sub-outcome?</p>
<p>The people of Gwynedd will live in communities that:</p> <ul style="list-style-type: none"> • have fair access to health and care services • target preventative interventions based on need • build capacity amongst residents to look for the answers for themselves and make healthy choices for their health • nurture people’s skills • nurture the confidence and self-worth of all residents • consider the impact of any new health-related community projects 	<ul style="list-style-type: none"> • The gap in life expectancy between the most and least deprived is increasing at the moment. • The most deprived people score less in terms of a mental health score • People who live in the most deprived areas are twice as likely to die as a result of excessive drinking compared to people in the least deprived areas although there is no link between deprivation and excessive drinking. • Concern about the proposed cuts in services in Gwynedd and particularly the impact on the most vulnerable in our communities • The concern of rural areas about the possible centralisation of services as a result of the financial recession and the increase in petrol costs making it more expensive to travel to services. 	<ul style="list-style-type: none"> • Working more with community groups, such as Communities First to assess the local needs and to collaborate on the solution. • Ensuring that the Healthy Gwynedd Project works with communities to target interventions in specific areas. • Nurturing skills within communities to lead on the interventions. • Increasing the emphasis on preventative activities and early interventions in the community. • Considering ways of co-ordinating and improving public transport in order to improve access to health and care services when required.

Contact us...

If you wish to respond to any issue included in this document, you need to do so by 13th June 2011
We welcome your comments on the contents of this document.

- Are these priorities appropriate regarding the main challenges facing the county?
- Are the experiences outlined above meaningful?
- How can we add value to the intended actions?

Send your comments to:

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