

STRATEGAETH GYMUNEDOL CEREDIGION COMMUNITY STRATEGY

CEREDIGION 2020



‘Yn y flwyddyn 2020 bydd Ceredigion yn gymuned hunanhyderus, iach, ofalgar, ddwyieithog a gynhelir gan economi lleol cryf gan ddefnyddio sgiliau ei phobl, gan ddefnyddio adnoddau ei amgylchedd o ansawdd uchel yn ddoeth a chan gynnig y cyfle i bawb gyflawni ei botensial.’

‘Ceredigion in 2020 will be a self confident, healthy, caring, bilingual community, supported by a strong local economy using the skills of its people, making wise use of the resources of its high quality environment, providing opportunities for all to reach their full potential.’

Information:

Chief Executive
Cyngor Sir Ceredigion County Council
Neuadd Cyngor Ceredigion
Penmorfa
Aberaeron
Ceredigion
SA46 0PA

Tel: 01545 572002
Fax: 01545 572009
E-Mail: info@ceredigion2020.org.uk
Website: www.ceredigion2020.org.uk

Contents

Page

1. Introduction: The Community Strategy for Ceredigion

What's it all about?

Why are we doing it and what is it?

What's different?

Where have the ideas in it come from?

What information is it based on?

How does it fit in with other Policies and Strategies?

What does the Community Strategy do?

What does the document include?

What makes it more than just a document?

What is the process?

Profile of Ceredigion

2. CEREDIGION Vision for 2020

What we are seeking to achieve?

Themes

Targets

A consistent and focused approach

How it all fits together

3. Themes for Action

4. Strategic Investment

5. Local Area Priorities

6. Ceredigion Community Strategy Process

7. Progress and Monitoring

8. Reference Material

9. Acknowledgements

Introduction – The Community Strategy for Ceredigion

1. Introduction: what it's all about?

1.1. Why are we doing it and what is it?

The Local Government Act 2000 gives councils a new duty to promote the Economic, Social and Environmental well being of their local communities and to contribute towards sustainability. Councils are required to produce a Community Strategy, in partnership with businesses, communities, voluntary groups and other public sector organisations, which identifies long-term targets and action to improve their local area.

1.2. What's different?

In addition to the new duty, the Council has been given new legal powers so that Councils will be able to act on behalf of their communities to enable a range of local organisations (public, private and voluntary) working together on identified priorities.

1.3. Where have the ideas for the Strategy come from?

Main organisations working in Ceredigion have met and discussed priorities and key themes for action. There is a need to consult with communities and organisations to determine their priorities. These priorities for action, wherever practicable, will be included in action plans linked to the Strategy.

1.4. What information is it based on?

Much partnership work is taking place already such as the Partnership Management Board for Objective 1 and the Ceredigion Local Health Alliance. The Ceredigion Strategy will build on such partnership work. Meetings have taken place with key partners operating in Ceredigion to determine the areas of common interest or identifying areas where one or more partners can work together for common benefit. Further consultation will take place with communities and elected Members to ascertain priorities and most importantly to “make things happen” for communities.

1.5. How does the Community Strategy fit in with other Policies and Strategies?

There are national, regional and county policies within which the Community Strategy must operate. There are also national and regional initiatives, which offer opportunities to attract funding for local projects for example Objective 1. By providing a strategic framework for collaboration, this Strategy will be a means of maximising economic, social and environmental benefits locally from such investment.

The County Council will be a partner in the provision of services across the County. There are key strategies with a countywide perspective i.e. Economic Development, and heritage/culture and also strategies that concentrate on specific areas such as Communities First. The Community Strategy must take account of that countywide perspective. Particular reference must be made to the research and strategy relating to Objective 1 for Ceredigion as this has also identified countywide priorities for Regeneration and Economic Development, which must also guide the Community Strategy. At the same time the Community Strategy can provide the framework for maximising the local benefits from Objective One.

1.5. What does the Community Strategy do?

- Enables local communities and organisations to say what they would like to see happen and how
- Establishes a common vision and focus for future activity over a number of years
- Gives an overview of public, private and voluntary organisations working together on local priorities

- Links local action with national, regional and county policy to attract investment to the area
- Provides a framework to maximise social and economic returns on investment locally
- Co-ordinates support for services and projects communities themselves wish to develop
- Co-ordinates public services and projects for maximum effectiveness
- Improves services by joint working and sharing of knowledge and resources

1.6. *What does the document include?*

- Long-term aims shared by organisations, local communities and others which provide services in the area.
- Five major themes to join up our thinking and concentrate resources for maximum impact, together with other cross cutting issues.
- An overview of what could be done over the next five to fifteen years by public, private and voluntary sector partners working together and contributing services and projects.
- Local priorities.

1.7. *What makes it more than just a document?*

- Organisations across the public, private and voluntary sectors will be invited to sign up to action plans which will affect their own activities.
- The Council will deliver parts of the Strategy within their own services and through work on multi-agency initiatives.
- The development of a portfolio of strategic projects, which will maximise opportunities to attract investment into the County.
- Through supporting the development of community projects and delivering of key elements of Community Regeneration and Local Economic Development through the Objective One process and Communities First action.
- Establishing effective processes to share ideas for projects and for improving services.

1.9. *What is the process?*

Developing a Community Strategy for the first time is a resource intensive process. It is important to produce a strategy fairly quickly based on the work already being undertaken in partnerships to enable things to happen.

Year 1:	<p>To agree a Community Strategy document, using existing partnership data and information of socio-economic trends to assist in determining priorities and objectives.</p> <p>All public, voluntary and private sector organisations that could contribute will be engaged to assist the process.</p>
Year 2 onwards:	<p>To deliver agreed Action Plans through the Community Strategy Partnership Board based on the key themes and cross cutting issues and where appropriate geographical community areas through Thematic Partnerships utilising existing bodies and Task and Finish Groups as appropriate to avoid duplicating effort.</p> <p>Targets, a timetable for action, and detailed action plans are agreed when available resources are known.</p>

Profile of Ceredigion

The County has a 1,795 square kilometres area, which makes it one of the largest Counties in Wales, but with a low population. However, the County has the highest relative population growth in Wales due to inward migration.

Population	74,491
Population aged 5 –16	9,226
Population aged 65 – 74	7,101
Population aged 75 plus	6,769
Total Population aged 16 plus	62,225
Number of Households with residents	30,972

Ceredigion has 6 Market Towns where the majority of its population live and work. These are:

- Aberaeron
- Cardigan
- Llandysul
- Aberystwyth
- Lampeter
- Tregaron

Economic

The main sectors of employment in Ceredigion are:

- Agriculture
- The Public Sector
(NHS and Local Authority)
- Education
- Tourism

Employed Population (as a percentage of working age population)	75.5%
Unemployed population (as percentage of working age population)	1.7%
Number of firms	3,700 VAT registrations (1,900 non-agri VAT registrations)
Gross domestic product (<i>GDP</i>) per head	£7,900

The whole of Ceredigion is an Objective One area meaning that the overall Gross Domestic Product (GDP) of the County is less than 75% of the European Union average.

Environment

Length of coastline	97km
Total protected areas	203 sq.km.
Sites of Special Scientific Interest (<i>SSSI</i>)	104 (covering 203 sq.km.)
Wetland Sites of Global Importance (<i>RAMSAR</i>)	1 (covering 37 sq.km)
Conservation areas	13
Listed Historic Buildings	1,613
Statutory Ancient Monuments	194
Agricultural use	61943ha
Motorway/Trunk Roads	115 km

Other Information

- Ceredigion has the lowest level of recorded crime in England and Wales.
- Ceredigion has the lowest percentage of people between the ages of 16 – 74 with no qualifications (28%) in Wales. Young people in Ceredigion achieve higher proportions of good GCSE passes than the Welsh average.
- 54% of the population are Welsh Speakers, plus there are another 7% who understand but do not speak Welsh

2. CEREDIGION Vision for 2020

2.1. What we are seeking to achieve?

We have through partnership working agreed a vision:

'Ceredigion in 2020 will be a self confident, healthy, caring, bilingual community, supported by a strong local economy using the skills of its people, making wise use of the resources of its high quality environment, providing opportunities for all to reach their full potential.'

To support this vision five Themes have been identified (there are also cross cutting issues to consider):

ECONOMICALLY SUCCESSFUL

Economic success is essential for quality of life, for education, healthcare and housing, to tackle poverty and social exclusion, and to improve standards of living through better services. Rural areas have seen a major decline in traditional industries. Earnings are much lower than national averages. We need to safeguard jobs, create new jobs, target training in appropriate skills, and increase wealth by business development. Ceredigion residents and community partnerships have identified the importance of regenerating town and village centres, of having good access to a variety of shops and services. Sustained economic prosperity is essential to maintain the vitality and attractiveness of town centres and, in an area heavily reliant on tourism, the vitality and attractiveness of town and village centres is essential for the economy.

Strategies for Economic Success:

Objective 1 Vision Statement Objective 1 Local Action Plan Objective 1 Local Strategy WDA Mid Wales Plan	Economic Development Strategy Regional Tourism Strategy Communities First ELWa Mid Wales Plan
---	--

STRONGER COMMUNITIES

There are many distinctive communities in Ceredigion with a strong sense of history, culture and Welsh language. We wish to see these continue, to see them keep the mix of people, facilities and local identity to remain a community rather than just a place to live that can face the coming years with confidence. We wish to maintain and develop the use of the Welsh language by the people and communities in the area. We see factors as important for quality of life and as essential for sustainable communities -

- o Security, law and order, freedom from crime and disorder with more visible policing
- o Availability, reliability and affordability of transport
- o Community life and facilities (including local shops, post offices, etc.) and friendly neighbours
- o A range of leisure activities and facilities, including in particular activities for young people
- o Affordable housing

Some communities experience more crime and disorder or fear crime even when actual levels are low. There are communities with few leisure opportunities, especially for young people. Others have few local services and are losing shops and post offices. Others are losing their young people because of a lack of affordable housing and job opportunities and few opportunities for further education. These are threats to the long-term future of our communities.

Strategies for Stronger Communities:

Ceredigion Community Safety Strategy Local Agenda 21 Plan - Ymlaen Ceredigion Local Housing Strategy Language Policy Children & Young Persons Framework and associated Strategies	Ceredigion Unitary Development Plan Youth Justice Plan / Youth Offending Team Children Services Plan Social Care Plan Childcare Strategy & Childcare Plan Child & Youth Partnership Plan
---	---

ACTIVE WELLBEING

There are communities where there is a higher incidence of illnesses, which could be prevented. It is important that communities recognise the importance of preventive health measures. Opportunities for leisure activity and health promotion must be made available to all. We wish to encourage and enable residents to choose a healthy lifestyle and that there is equal access to health and social care especially for the vulnerable and elderly.

Strategies for Active Well Being:

Health, Social Care & Well Being Strategy Ceredigion Local Health Alliance	Leisure & Sports Development Strategy
---	---------------------------------------

LEARNING FOR LIFE

Ceredigion is a seat of learning with two universities and Coleg Ceredigion. Its educational achievements in schools is well recognised. Investment in our young people is the foundation for educational excellence and life long learning which are the keys for business excellence and full employment. Skills and reputation for educational performance will be important to future investors in the area.

Strategies for Learning for Life:

Education Strategic Plan Early Years Plan Young People's Partnership Strategy	Adult & Community Education County Arts Strategy
---	---

HIGH QUALITY ENVIRONMENT

The following aspects of our local environment are recognised as being important to the quality of life –

- Ceredigion has a rich and varied environment which is protected and enhanced and supports the development of the County both socially and economically.
- The people of Ceredigion demand a high quality environment and nurture sustainable practice in their lifestyles and in the County's Development.
- Ceredigion will continue to be a living landscape where conservation and development is fully integrated.

National policy stresses the importance of achieving greater prosperity with less environmental damage – sustainability - and we have areas of national and international importance for conservation. The environment has a key part in economic strategy. Ceredigion's unique local environment is crucial for attracting visitors and investors.

Strategies for a High Quality Environment:

Ceredigion Unitary Development Plan	Air Quality Strategy
Local Transport Plan	Cycling Strategy
Waste Management Strategy	Green Seas Strategy
Sustainability in Action – Ymlaen Ceredigion	Sustainability Plan for Ceredigion – Ymlaen Ceredigion
Coast & Countryside Strategy	Teifi Catchment Abstraction Management Strategy
Contaminated Land Strategy	Metal Mines Strategy
Local Contribution – Environment Agency Wales	Rights of Way Improvement
Ceredigion Local Biodiversity Action Plan	Cardigan Bay SAC Management Plan
Penllyn and Sarnau SAC Management Plan	Local Flood Warning Plan
Air Quality Review / Strategy	Salmon Action Plans

CROSS CUTTING ISSUES

There are Cross-cutting issues such as the Welsh Language, Sustainability, Social Exclusion, Information and Communication Technologies and Mobility which cut across all the themes and partnership work that is and will be taking place. These issues pose complex problems of policy design and implementation, and require a joint response from central and local government and from a range of other organisations in the public, private and non-statutory sectors.

Welsh Language

The Welsh language is an integral part important part of the culture and heritage of the area. People must be able to use their language of choice and support be given to the use of the language.

Sustainability

Sustainability requires the progressive integration of economic, social and environmental issues in pursuit of development that is economically efficient, socially acceptable and responsible and environmentally sound. It also requires that interventions made in both communities and the economy contain mechanisms to allow them to continue after any assistance period ends.

Social Exclusion

Providing opportunities for all to participate fully in socio-economic activity. Particular individuals and communities face a series of problems usually caused, directly or indirectly by economic deprivation. All programmes need to be geared to the needs of those facing social inclusion; these are the people who have most suffered -both individually and collectively from the region falling economically behind and a range of particular initiatives will be necessary to combat social exclusion.

Information and Communication Technologies (ICT)

The development of a Knowledge-Driven Economy and the exploitation of the opportunities afforded by the Information Society are vital to the region's future prosperity. ICT has the potential to eliminate the costs traditionally associated with distance, reducing the effects of peripherality and opening up important new opportunities for Economic Development and Social Exclusion. It can also play a major

role in developing the skills and enhancing the adaptability and employability of the workforce. The use of the technology will contribute significantly to issues of sustainability and environmental improvement and for the delivery of services.

Mobility

The development of efficient transport systems which allow individuals to achieve the necessary mobility to participate in leisure, work and social activities is paramount for successful economic, vibrant and sustainable communities and for supporting the creation of a successful economy across Ceredigion. Mobility is also about choice of other forms of travel such as cycle ways and footpaths.

2.2. Targets

There will be key economic, social and environmental targets we will seek to achieve over the short, medium and long term. These will be agreed through partnership working and based on an analysis of need and our assessment of what is achievable given the resources available, the opportunities and strengths of the area. Measurement of success will be important and the new Quality of Life Indicators being developed will be an important tool for measuring success. In addition it is important to measure how the community is involved and tools to do this will be considered.

2.3. A consistent and focused approach

We will focus action under five Themes and ensure the cross cutting issues are addressed –

- for everyone to keep track of what is happening and see how they might contribute or benefit
- to concentrate effort, “joining up” and to make the most of limited resources
- to encourage everyone to look differently at what they and others do and how things could be linked
- working together across traditional service and organisational boundaries

These Themes will remain consistent for the long term to allow expertise, joint working and resources to be built up over time. Within them we will set objectives and outline strategy for future years.

How it all fits together: an overview of the outcomes sought from the Community Strategy and how each theme could contribute

	How each theme could contribute THEMES				
OUTCOMES	Economically Successful	Stronger Communities	Active Well Being	Learning for Life	High Quality Environment
1. A healthy, safe well maintained & attractive environment accessible to all.	<p>Promote and enable the prudent use of natural resources through waste minimization, energy efficiency, renewable fuels, and alternative energy sources.</p> <p>Minimise degradation to the environment by pollution control.</p>	<p>Minimise the impact of traffic on the environment through an integrated transport system incorporating improvements to public transport and promoting the use of non—motorised transport or transport powered by environmentally friendly energy sources.</p> <p>Also through the use of ICT as a substitute to travel.</p>	<p>Encourage more walking and cycling resulting in less use of motorised transport.</p> <p>Increasing demand for food to be organically produced.</p> <p>Increased efficiency in energy use and improvements in heat conservation in the home.</p>	<p>Better understanding of the impact of actions on the environment.</p> <p>Skills and knowledge to develop best practice in the prudent use of resources and in environmental management.</p>	<p>Minimise environmental degradation by promoting biodiversity, environmental stewardship in land management, and coastal protection as an integral part of sustaining the tourism, leisure and agricultural industries.</p> <p>Focusing development on re-use where possible of previously used sites.</p>
2. Business success, prosperity and full high quality employment.	<p>Increased competitiveness of local businesses enhancing their ability to create jobs and wealth.</p>	<p>Improved access to employment.</p> <p>Creation of jobs in the ICT industries.</p> <p>Increased competitiveness and innovation through collaboration.</p> <p>Less fragmented home market for local Producers</p>	<p>Jobs in health science and health industries.</p> <p>Developing markets for food industries.</p> <p>Increasing productivity through a reduction in ill health.</p>	<p>Training designed for business needs and a reduction in businesses experiencing gaps in local skills.</p> <p>Academic research Supporting business Research & Development.</p>	<p>Development of growth sectors in environmental sciences and organic foods with creation of jobs in those industries.</p> <p>Promotion of local Agricultural produce.</p>
3. Sustainable, vibrant and strong communities	<p>Opportunities to start small community enterprises.</p> <p>Helping to keep village shops and post offices and other local facilities and services.</p>	<p>Facilitating social interaction, in and between communities via events, local clubs and interest groups.</p> <p>Shared recreational activities.</p>	<p>Local access to health advice and services.</p> <p>Encouraging active retirement contributes to the level of voluntary time available to communities.</p> <p>Participating in local sports can increase people's sense of belonging to the community.</p>	<p>Opportunities for learning and training in the community.</p> <p>Increased capacity to participate in community activities.</p>	<p>Reduce the possibility of a poor local environment being a factor in encouraging residents to move out of a community.</p> <p>Reduce the cost of living in a community through improved energy management.</p>

<p>4. A population which is physically, psychologically and socially healthy with equal access to health and social care for all vulnerable people.</p>	<p>Development of health promotion schemes in the workplace.</p>	<p>Improve access to health, training and leisure facilities locally.</p>	<p>Improve health, fitness and self- esteem. Address the barriers discouraging people from choosing a healthy lifestyle and provide opportunities for them to do so.</p>	<p>Access to qualifications and skills. Improve educational attainment to reduce the risk of low skill levels, unemployment, low income and unhealthy lifestyle.</p>	<p>Minimise those environmental factors, which could have a detrimental impact on personal well being through maintaining good air and water quality, healthy and safe living conditions, and attractive residential and rural areas.</p>
<p>5. Lifelong learning opportunities for everyone</p>	<p>Training deigned for business needs and a reduction in businesses experiencing gaps in local skills.</p>	<p>Opportunities for learning and training in the community. Increased capacity to participate in community activities, local democracy, etc.</p>	<p>Attainment of skills and qualifications increases self-esteem and well-being.</p>	<p>Provide opportunities for those previously excluded from learning.</p>	<p>Better understanding of the impact of actions on the environment. Skills and knowledge to develop best practice in the prudent use of resources and environmental management.</p>
<p>Cross Cutting Issues</p>	<p>Welsh Language Information & Communication Technologies Sustainability Social Inclusion Mobility</p>				

3. Themes for Action

ECONOMICALLY SUCCESSFUL		
Outcome: Business Success, prosperity and full high quality employment		
Key Priorities - What are we trying to achieve?	What has been achieved?	Outcome Indicators
This information is taken from the Ceredigion Objective 1 Local Strategy 2003 – 2004 www.euceredigion.co.uk		
o Support and Assistance for Businesses	*Ceredigion Business Grants Advance Business units – Parc Teifi *Ceredigion Marketing Grant Integrated Business Support for Tourism SMEs *Finance Wales Loan Fund *Aberporth Technology Park phase 1	*Number of SMEs receiving support and assistance *Gross new or safeguarded jobs
o Entrepreneurship	*Business Birthrate Strategy *Ceredigion Start Up Grant	*Number of new SMEs *New and existing SMEs receiving support and assistance *Potential entrepreneurs given advice and guidance
o Innovation	*Research & Development for Agri-Food Industry *Aberystwyth Technium *Ceredigion Traditional and New Construction Centre	*Companies receiving advice and support for Research & Development and innovation projects
o ICT and Converging Technologies/Media	*Better Business Wales.com *Libraries ICT BIG project	*SMEs receiving support and assistance *People undergoing higher level skills training *Gross safeguarded jobs
o Sites and Premises	*Aberporth Technology Park 1A *Llandysul Enterprise park	*Hectares of land developed *Gross new jobs *Gross jobs safeguarded
o Transport		*Public transport links provided / improved *Exemplar models for clean energy
o Information Communication Technology	*Byd i Geredigion *Support for Broadband Registration	*Increased number of businesses/communities with access
o Energy	*Sustainable development training and advice *Cwm Brefi Electrification	*SMEs and community organisations receiving support and assistance *Energy supply schemes completed
o Waste Minimisation & Recycling	*Dim Pen y Daith	*Rehabilitation of contaminated land/water *Recycle or compost or energy recovery schemes *Gross jobs created
o Capacity Building	*Llandysul Community Development project *WCVA Social Risk Fund *WDA Community regeneration Tool Kit *New Quay Regeneration	*Number of target group members *Capacity building projects *Community development projects

○ Widening Participation	*Widening Access for learners *Cadwynau Ceredigion *Byd i Geredigion *Mentro Lluest *Mudiad Ysgolion Meithrin *Integrated Centre	*New facilities developed *Existing facilities upgraded *Number of target group members receiving support
○ Community Frameworks	*WCVA Social Risk Fund *Future Communities *Community Regeneration Tool Kit *Edward Richard Community Centre *Pantfyedwen Pavilion *Telynu Teifi	*Assist community groups/facilities *Support community services and community owned sustainable assets *Support inter agency partnerships/regeneration initiatives *Support community led projects *Gross jobs created in supported projects
○ Branding and Marketing	*Ceredigion Marketing Grants *Wales Trade International	*SMEs receiving support
○ Adding Value	*Producer support service *Food and Craft *Research & Development for Agri-Food Industry	*SMEs supported
○ Environment	*Constitution Hill Project *Shared Earth Trust *Nant yr Arian *Llanerchaeron *Cardigan Bay Coastal Path	*Gross new jobs *Initiatives supported *Facilities improved

DEVELOPING ACTIONS

Specific actions that could be taken to meet the Key Priorities in the short, medium and longer term.

- To encourage the provision of a range of opportunities for premises to meet the needs of SMEs
- To aid access to an affordable, available and effective communications infrastructure, including Internet access.
- To develop multi-media educational facilities to support diversified learning styles and needs and to overcome geographical and social barriers to education, training and development of life skills.
- To ensure appropriate access roads, services, linkages and other infrastructures are available and accessible on existing and new sites and other business premises to meet the needs and demands of business.
- To develop key sites at Aberystwyth and Aberporth that will act as strategic growth nodes within the County.
- To support the installation of energy conservation and renewable energy systems
- To encourage initiatives that aid the development of community leadership, community planning and capacity building.
- Specialist support to raise levels of attainment, particularly in key skills targeted at disaffected youth.
- To provide training for community groups/partnerships that wish to establish a social enterprise.
- To develop multi purpose community facilities in strategic sites within the county, which cover a wide spectrum of needs-social interaction, training, resources and micro business development
- To support projects that demonstrate wider economic and social opportunities linked to the environment, including community-led and community managed regeneration schemes and projects in the Teifi Estuary.
- To develop facilities and activities that encourage the enjoyment of and improve access to the countryside for sustainable tourism activities including cycling projects

STRONGER COMMUNITIES		
Outcome: Sustainable, vibrant and strong communities		
Key Priorities - What are we trying to achieve?	What has been achieved?	Outcome Indicators.
<ul style="list-style-type: none"> ○ Community Capacity Building ○ Provision of local services and resources ○ Accessibility to and from communities ○ Making the community safer ○ Meeting the needs all ages and abilities ○ Engagement and participation in democracy and Government 	<p><i>Associated Activities / Strategies</i></p> <p>Community Development Foundation Encourage Participation Sustainable practices Overcoming identified barriers</p> <p>Public Transport provision</p> <p>CCTV Safety of individuals Community Safety Strategy Police Plan Youth Participation Initiatives</p> <p>ICT & E Government</p>	<p>*Numbers of: Community businesses, such as co-operatives; community services, such as Time Banks, credit unions, LETS; and community organisations, such as a Development Trust or community-based housing association.</p> <p>*Affordable housing</p> <p>a) Average weekly social housing rent as a percentage of average household income b) Average weekly private sector housing rent as a percentage of average household income c) Ratio of average house price to average household income</p> <p>*Creation of new housing New starts and completions of new units in:</p> <p>a) Private sector b) Social sector</p> <p>*Percentage of unfit homes per 1,000 dwellings</p> <p>*Percentage of respondents satisfied with their local area as a place to live in local survey</p> <p>*Crimes per 1000 population and percentage detected for following:</p> <ul style="list-style-type: none"> • theft from cars • domestic burglary • violent crime <p>*Households able to purchase average first time buyers property in area</p>
<p>DEVELOPING ACTIONS</p> <p>Specific actions that could be taken to meet the Key Priorities in the short, medium and longer term.</p> <ul style="list-style-type: none"> ○ To audit what is available for capacity building in the communities. ○ To identify and ensure “local services” are available in communities. ○ To provide incentives for the delivery of local services. ○ To provide communal facilities. ○ To ensure a suitable and effective safe environment. ○ To ensure suitable facilities are available for children and young people and the disabled. ○ To revitalise local democracy in the community. <p>To support and promote the underlying issues for Stronger Communities:</p> <ul style="list-style-type: none"> ▪ Affordable and sustainable housing ▪ Continuous support for the whole community ▪ Produce a Community consultation strategy 		

ACTIVE WELL BEING

Outcome: A population which is physically, psychologically and socially healthy with equal access to health and social care for vulnerable people.

Key Priorities - What are we trying to achieve?	What has been achieved?	Outcome Indicators.
<ul style="list-style-type: none"> ○ Promoting Health Education ○ Provision of safe and fit Housing ○ Provision of leisure and other activities ○ Provision of activities for young people ○ Reducing isolation ○ Access to health services ○ Provision of health promotion schemes at work and in the community 	<p>Healthy Eating Campaigns Prevention Campaigns Substance Abuse Awareness Housing Grants</p> <p>Leisure Centre Provision Sports Courses, Cycling routes. Youth Volunteering Project</p> <p>Public Transport schemes Volunteering Networking</p>	<p>*Number of deaths per 1,000 population in the following categories:</p> <ul style="list-style-type: none"> • cancer • circulatory diseases • accidents • suicides <p>*Percentage of children born weighing less than 2.5 kg</p> <p>*Total conceptions for under 18s per 1,000 females under 18 years of age</p> <p>*Percentage of residents who have participated in a local sporting activity or event, or have attended a local sporting facility in the last three months or in the last year</p>

DEVELOPING ACTIONS

Specific actions that could be taken to meet the Key Priorities in the short, medium and longer term.

- **Promotion and integration of Health into education (school curriculum)**
- **Provision of free swimming for all school children in Ceredigion**
- **Improving accessibility to Public Transport, including disabled**
- **Ensuring an integrated transport system**
- **Promotion of Healthy eating in schools and hospitals and to be Community focused**
- **Promotion of safety - Grid Referencing Scheme (links with Ambulance/Emergency services)**

To support and promote the underlying issues for Active Well Being:

- **Preventing ill-health, but promoting health**

LEARNING FOR LIFE Outcome: Lifelong learning opportunities for everyone		
Key Priorities - What are we trying to achieve?	What has been achieved?	Outcome Indicators.
<ul style="list-style-type: none"> ○ Provision of training for businesses ○ Training to give Basic Skills ○ Developing skills ○ Continuing Professional Development ○ Provision of Community Training ○ Resources for learning 	<ul style="list-style-type: none"> Professional Development & Skills Training Skill Build Modern Apprenticeships Links between public sector & Universities Adult Education Libraries Community Schools Schools Internet resources Arts Centres Hospitals Community Centres (where people meet) 	<ul style="list-style-type: none"> *Percentage of pupils in schools maintained by the authority in the previous summer achieving 5 or more GCSEs at grades A* - C or the vocational equivalent *Percentage of 15/16 year olds leaving full time education without a recognised qualification *The number of enrolments on adult education courses provided by the local authority and others per 1,000 adult population Percentage of adult education hours for which students attend * The percentage of students satisfied with adult education courses
<p>DEVELOPING ACTIONS</p> <p>Specific actions that could be taken to meet the Key Priorities in the short, medium and longer term.</p> <ul style="list-style-type: none"> ○ To ensure flexibility of training courses and methods for rapidly changing market place ○ To ensure training caters for all abilities ○ To recognise the training requirements for traditional skills <p>To support and promote the underlying issues for Learning for Life:</p> <ul style="list-style-type: none"> ▪ Make Learning available at all times – ICT; Mobility – adapting to change ▪ Identify gaps in current service ▪ Publicise existing activities – develop adequate information/communication system <p>Key contributors -</p> <ul style="list-style-type: none"> ▪ Theatr Felinfach, Mwldan, Arts Centre ▪ Coleg Ceredigion, Further Education & Higher Education ▪ Employment Agencies ▪ Community and Voluntary Groups ▪ Ceredigion County Council ▪ ELWa ▪ CCETs 		

HIGH QUALITY ENVIRONMENT

Outcome: A healthy, safe well maintained & attractive environment appreciated and accessible to all.

Key Priorities - What are we trying to achieve?	What has been achieved?	Outcome Indicators.
<ul style="list-style-type: none"> ○ To improve energy efficiency and increase use of renewable energies within Ceredigion ○ Protect and enhance the natural and built environment of Ceredigion and improve access to it ○ Support the economic development of forestry, fishery and agriculture sectors in Ceredigion in an environmentally and socially sustainable manner ○ Ensure that the development of the built environment is to high environmental standards ○ Encourage existing and new employers within Ceredigion to become more environmentally sustainable in their practices ○ Encourage people to value both Ceredigion's and the global environment ○ Ensure the sustainable management of waste in Ceredigion and reduce environmental crime ○ Ensure that Ceredigion's transport forum develops in a sustainable way 	<p>Increase in number of renewable energy schemes</p> <p>Increase in the quality of river and bathing waters</p> <p>Increase in uptake of agri-environment schemes and environmental opportunities review under Farming Connect</p> <p>Housing renovation grants now include sustainability measures</p> <p>Introduction of Green Dragon Award and increased uptake of environmental management systems</p> <p>Production of a sustainability guide</p> <p>Increasing recycling rates and a commitment to increase this rate above statutory targets</p> <p>Establishment of community transport forum</p>	<p>*QoL30 - Energy used per household</p> <p>*QoL29 - Percentage of rivers rates as good or fair quality</p> <p>*Number of farms receiving support from agri - environment schemes and Farming Connect</p> <p>*Number of companies with Green Dragon Awards in the County</p> <p>*Percentage of waste recycled</p>

DEVELOPING ACTIONS

Specific actions that could be taken to meet the Key Priorities in the short, medium and longer term.

- **To develop a joint approach to managing pollution and environment issues**
- **To develop effective educational programmes**
- **To identify priority areas of concern and develop policies accordingly**
- **To develop joint protection, conservation and enhancement programmes**
- **To engage the community and raise awareness**

To support and promote the underlying issues for High Quality Environment:

- **Effective Partnership working**
- **Identify sources of funding and resources**
- **Promote Recycling**

CROSS CUTTING ISSUES

Outcome: A bilingual, included, sustainable society utilising the benefits of ICT and having the mobility to participate

Key Priorities - What are we trying to achieve?	What has been achieved?	Outcome Indicators.
○ Welsh Language		*Percentage of population fluent in the Welsh Language *Percentage of pupils taught through the medium of the Welsh Language

DEVELOPING ACTIONS

Welsh Language – actions to increase the use of the language

- Initiatives for Private Sector workers to learn Welsh
- Encourage use of local amenities
- Bringing bilingual services ‘into the community’
- More Welsh schools
- More Welsh adult education classes
- Housing for local people
- Transport of local goods out of Ceredigion but also to encourage goods in
-

○ Sustainability		*Household energy use (gas and electricity) per household *Household water use per person per day (litres) * <i>Thermal efficiency of housing stock</i> The average standard assessment procedure (SAP) rating of Local Authority owned dwellings *Percentage of local companies with Environment Management Systems (EMAS) or ISO 14001
------------------	--	---

DEVELOPING ACTIONS

- **To identify Sustainability projects for implementation**
- **To support an Energy Forum for Ceredigion**

<ul style="list-style-type: none"> ○ Social Inclusion 		<p>*Employment and unemployment rates for the overall population and for ethnic minorities.</p> <p>*Proportion of households with no wage earner.</p> <p>*Percentage of local authority wards in the 10 per cent most deprived wards. In the index of Local Deprivation</p> <p>*Percentage of households receiving Council Tax Benefit.</p> <p>*Percentage of population over 65 years old obtaining concessionary fare passes from the Local Authority.</p> <p>*Number of homeless people per 1,000 adult population</p>
<p>DEVELOPING ACTIONS</p> <p>Social Inclusion – actions to promote social inclusion</p> <ul style="list-style-type: none"> ▪ Provision of transport to workplace/leisure etc. ▪ Improving the availability of childcare and elderly care ▪ Extending the range of local opportunities to take part/learn (informal or formal) 		
<ul style="list-style-type: none"> ○ Information & Communication Technologies 		<p>*Number of library computer terminals available with internet access per 1,000 population</p> <p>*Percentage of Personal computers in homes</p> <p>*Percentage of Personal computers connected to the Internet.</p> <p>*Number of “Broadband” users.</p> <p>* The percentage of interactions with the public, by type, which are capable of electronic service delivery which are being delivered using internet protocols or other paperless methods.</p>
<p>DEVELOPING ACTIONS</p> <p>Information and Communications Technologies - actions to promote ICT</p> <ul style="list-style-type: none"> ▪ Broadband access for every home; community; school; business 		
<ul style="list-style-type: none"> ○ Mobility 		<p>*Number of car journeys undertaken</p> <p>*Length of cycle-ways</p> <p>*Length of footpaths</p> <p>*No of passenger railway journeys</p> <p>*Connectivity of transport systems</p>
<p>DEVELOPING ACTIONS</p> <p>Mobility - actions to promote Mobility</p> <ul style="list-style-type: none"> ▪ Take services to the hard to reach (ICT) ▪ One-stop-shop – e.g. ‘social’ services - post offices etc. use of mobile vehicles ▪ Open path ways and cycle ways 		

4. Strategic Investment

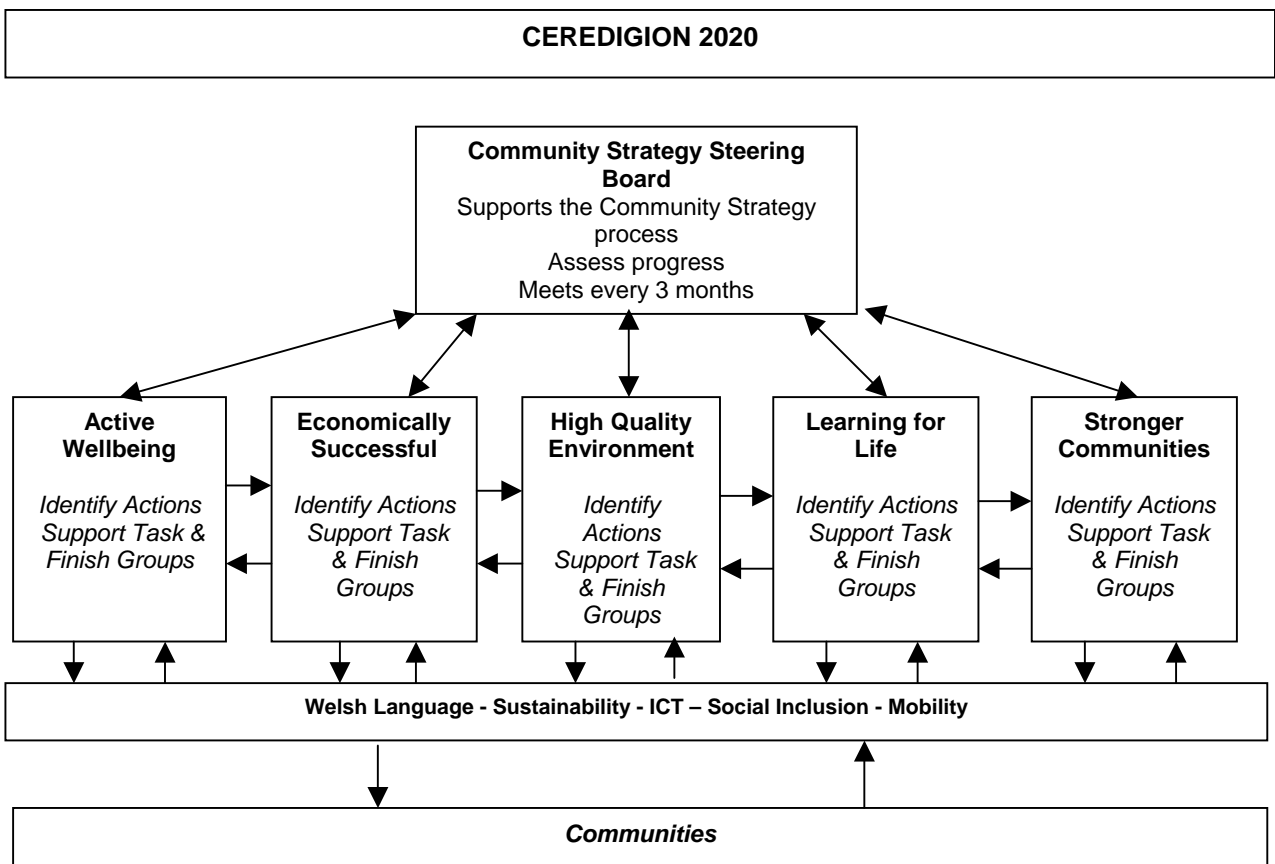
We are seeking a collaborative approach to maximise investment in the area by ensuring organisations within the Ceredigion Community Strategy alliance work collectively across the public, private and voluntary sectors and between economic, environmental and community interest to ensure maximum benefit.

5. Local Area Priorities

The identified Themes are not specific to any one particular geographical area or community of interest. It is important to identify specific local areas that the identified actions can be undertaken and prioritised to assist identified local areas in need. Much of this work can be drawn from existing partnership working. A good example of this is Communities First.

6. Ceredigion Community Strategy Process

A Ceredigion Community Strategy Steering Board has been established which is known as Ceredigion 2020. Below the Strategic Ceredigion 2020, five Thematic Partnerships have been established. These have been based on existing Partnerships where possible, to avoid duplication. This is shown below diagrammatically. It is important not to duplicate or replicate other processes and partnerships which are working to the same objectives. Co-ordination of the many partnerships and processes already being undertaken will be a key element of the work of Ceredigion 2020.



7. Progress and Monitoring

In order to progress the Strategy consultation will take place with communities and organisations to ascertain whether the key priorities are relevant and timely. An assessment of the multi-agency work taking place will be undertaken to see where we are now and to enable a plan of action to be developed to deliver the outcomes required through partnership working.

A review of the strategy and action plans will take place periodically and adjustments made accordingly.

The adoption and development of outcome indicators will show how the communities of Ceredigion are benefiting from the strategy.

8. Reference Material

- Provision of shared datasets through Geographical Information Systems will assist in identifying areas of need.
- Quality of Life Indicators:
<http://www.audit-commission.gov.uk/pis/quality-of-life-indicators.shtml>
- Local Government Data Unit ~ Wales
<http://www.lgdu-wales.gov.uk>
- Community Strategy Guidance:
<http://www.wales.gov.uk/subilocalgov/content/guidance/communitystrat-e.pdf>
- Objective One:
<http://www.ceredigion.gov.uk/cyngor/amcan1/index.htm>

CEREDIGION 2020 PARTNERS

Would like to thank representatives of the following organisations for their contribution to developing Ceredigion 2020 – Community Strategy.

Thank you to:



Ceredigion Community Consortium
for Education and Training (CCET)



Other Partners:

Antur Teifi
CERED
Legal Services Commission
Mid Wales Youth Offending Team
Ymlaen Ceredigion

Audit Commission in Wales
Coleg Ceredigion
Mid Wales Partnership
Sure Start