

Appendix A – Excerpt from Council Plan relevant to SCWSC

People

Supporting active and self-reliant communities whilst safeguarding those in need



There are 136,700¹ people living within Wrexham County Borough. Welsh Government projections suggest that the population will increase by around 13,300 people over the next 25 years – the second highest predicted increase in Wales². This is expected to include a fall in the proportion of children under ten, whilst the largest increase is expected in the older age groups.

Improving educational attainment for young people remains a key priority of the Council, working in partnership with local schools, pupils, parents and the North Wales Regional School Improvement Service. Social Services are working to respond to the challenge of the Social Services and Well-Being Act which imposes duties that require local authorities, health boards and Welsh Ministers to work to promote the well-being of people who need care and support, and carers who need support. The Act changes the way people's needs are assessed and the way that services are delivered, whilst strengthening safeguarding and promoting preventative approaches.

We will also continue to work closely with the public and our partners in the Police Service to address the level of, and perception of, crime and anti-social behavior. This is a County Borough wide issue, but one which is most visible in the town-centre.

¹ Office for National Statistics. June 2014 figures taken from <http://www.neighbourhood.statistics.gov.uk/dissemination/LeadKeyFigures.do?a=7&b=6275333&c=wrexham&d=13&e=13&g=6490651&i=1001x1003x1004&m=0&r=1&s=1482935369269&enc=1>

² Statistics For Wales; Local Authority Population Projects for Wales. <http://gov.wales/docs/statistics/2016/160929-local-authority-population-projections-2014-based-en.pdf>

People Well-Being Objectives:

- (Pe1 - Supporting people to have positive aspirations, learn and achieve their potential;)
- **Pe2 - Supporting people to live active, independent lives within their community;**
- **Pe3 - Safeguarding those who are vulnerable;**
- **Pe4 - Working with our partners to make Wrexham a safe place where people feel included; and**
- **Pe5 - Enabling access to leisure and cultural activities.**

Pe2 – Supporting people to live active, independent lives within their community

The Social Services and Well-being Act (Wales) 2014, was fully implemented in April 2016 and provides a new legal framework for social care in Wales. The Act promotes a new way of working for social services in Wales including providing people with information, advice and assistance in a way that enables individuals to make informed choices about what support they need to maintain their own well-being. Other statutory and voluntary organisations are also required to play their part in implementing the new Act by re-aligning services to improve the well-being outcomes for people accessing services. The new duties also extend beyond Children and Adult Social Services within the local authority. Implementation will require engagement from other council departments, such as Education, Housing, Youth and Leisure Services.

More people in Wrexham are living longer with increasing significant support needs. Health, housing, social care, the third sector and private care providers continue to work closely together to support vulnerable people along with those who care for them. Our focus continues to be on developing services to enable people to live at home as independently as possible. This includes the continued improvement of information, advice and assistance at the first point of contact which is being enhanced through the development of the Dewis Cymru website.

These services provide early support that aims to prevent issues escalating into a crisis and contribute to managing demand within the available budget. As a result of this approach, more of those people who we are working with will report greater independence and an improvement in their quality of life. We will also focus on supporting the informal Carers who are enabling people to remain independent. This will ensure that they receive the services that help them in their caring role through residential, day care, and home based respite, carer grants and advice and information services. We have a carers website, providing comprehensive information and signposting.

We will also continue to develop support systems which are offered in the community, by the community, through the expansion of the Community Agents Scheme.

Our long term vision is to: have more tools and support available for local families and communities to allow them to improve their well-being through being more independent, resilient and self-reliant.

In the short term, to achieve this we will:

- Continue to use the “Quality of Life” survey to gain a comprehensive picture of how the services being provided are improving the lives of the people in receipt of them and to gain feedback on how further improvements might be made;
- Continue to develop our information and advice service to elderly and disabled persons and carers with the vision of providing a comprehensive and readily accessible range of information that would be helpful to carers. To achieve this Wrexham has worked with partners to develop the North Wales Information Network consisting of statutory, third Sector and independent sector organisations and Dewis Cymru, a web-based information portal for health and well-being to support the network;
- Provide the visiting housing warden services for the most vulnerable people in the community;
- Continue the investment and deployment of Telecare equipment, both as basic and enhanced packages, for the most vulnerable people in the community;
- Continue to embed the Adult Social Care early intervention and prevention strategy via services such as Dewis Cymru, IRT, STARS3 and Intermediate Care4 in response to people's wishes to live independently for as long as possible and to provide a cost-effective service within the available budget;
- Continue to develop the Community Agents Scheme; and
- Develop the ‘Shared Lives’ respite service.

In the medium to long term, to achieve this we will:

- Redesign the access point to Adult Social Care and Community Health services by delivering an integrated Single Point of Access delivering information, advice and assessment services;
- Implement a new integrated assessment process keeping ‘what matters to the citizen’ at the heart of what we do;
- Implement a new electronic health and social care record system to enable more joined up working between health and social care and a more coordinated and timely service for citizens;
- Ensure services are person centred and joined up with health services where appropriate to support citizens to achieve positive personal outcomes making effective use of the Intermediate Care Fund to continue to develop joint community health and social care services; and

³ This service supports people to be as independent as possible by providing up to six weeks of therapy and care support

⁴ This service is designed to provide rapid care and support to older people to prevent avoidable admissions to hospital and long term care and to support timely discharge from hospital back to home.

- Where possible co-produce service developments with citizens and communities to build on individual and community assets to enable people to maximise their independence, resilience and control.

We will monitor peoples' perception of their quality of life through:

Outcome Indicator	Wrexham 2016/2017	Wrexham 2017/2018 (Q3)	Target 2017/2018
Sustain: Level of independence achieved and report client assessment of quality of life of older people supported by the services arranged by Wrexham County Borough Council.	71.9%	69%	sustain

We will monitor the progress of our services through:

Performance measures	Comparison 2016/2017 (end of year)	Wrexham 2017/2018 (Q3)	Target 2017/2018
Sustain: Number of carers engaged with during the year	New Indicator	4189	sustain ⁵
Sustain: % of people who required no further care package and a reduced package of care following reablement	New Indicator	72.1%	sustain
New: Number of contacts for Information, Advice & Assistance through DEWIS Cymru	New Indicator	Baseline will be reported in Q4	To be reviewed once the baseline has been set
Improve: The average number of calendar days taken to deliver a Disabled Facilities Grant	208	209	195 days

For detailed priorities, targets and milestones please refer to the Director of Social Services Annual Report and the Social Services Business Plan which are updated in July each year.

Prevention comes first	We will focus on providing early support that prevents issues escalating into a crisis, whilst continuing to provide emergency support for those in need. Our focus on early support includes ensuring that support and information is available for carers, through the DEWIS Cymru website signposting the information and services.
Prioritise the most vulnerable	We are continuing to work to support local carers and investing in delivering disabled facilities grants to support people to make the adaptations needed in their homes to continue to live there independently.
Long term	Shifting the focus of our activities to provide early support and prevent issues escalating is about taking a long term perspective on reducing demand on the service.
Consult and	We will continue to engage with citizens to ensure services are developed

⁵ Whilst we will seek to improve the proportion of carers who we engage with, we are also working to improve our data quality and overall numbers could reduce as we remove those people who no longer have caring responsibilities from the carer's database

Involve	in line with the needs, aspirations and assets of our citizens and communities.
Integrate and collaborate	We will focus on working closely with health and the independent and third sectors to develop integrated and seamless services for citizens taking a whole system approach.
Welsh Language	The services and information that the Council provides are available bilingually in either English or Welsh.
Key Strategies	Director of Social Services Annual Report. Social Services Business Plan.

Pe3 – Safeguarding those who are vulnerable

Even as our services focus more on providing early support that aims to prevent issues escalating into a crisis, we will still need services in place to safeguard local vulnerable people who are at risk. The Council works to ensure that responsive, good quality services are provided to vulnerable people and their families as they need them.

To meet the increased demand for services, to align with the vision set out in the Social Services and Well-being (Wales) Act, and to develop more preventative and sustainable social services, Wrexham have developed a number of family-based services. These initiatives are linked into frontline services and aim to deliver multi-agency targeted intervention at an early stage to ensure vulnerable families receive a service at the point of need. The benefit for families in integrating early intervention models into safeguarding processes is that children's services have been able to react in a more effective and timely way, providing a range of options for responding more flexibly to initial requests for support.

Our long term vision is to: have focused our work on the six quality standards for social services:

- Local authorities must work with people who need care and support and carers who need support to define and co-produce personal well-being outcomes that people wish to achieve;
- Local authorities must work with people who need care and support and carers who need support and relevant partners to protect and promote people's physical and mental health and emotional well-being;
- Local authorities must take appropriate steps to protect and safeguard people who need care and support and carers who need support from abuse and neglect or any other kinds of harm;
- Local authorities must actively encourage and support people who need care and support and carers who need support to learn and develop and participate in society;
- Local authorities must support people who need care and support and carers who need support to safely develop and maintain healthy domestic, family and personal relationships; and
- Local authorities must work with and support people who need care and support and carers who need support to achieve greater economic well-being, have a social life and live in suitable accommodation that meets their needs.

In the short term, to achieve this we will:

- Continue to develop the children's Single Point of Access (SPOA) in line with the new information, advice and assessment requirements;
- Continue to develop and improve outcome focused care planning in line with new requirements;
- Implement a new electronic records system to support all of our work across social services and improve information management and reporting; and
- Develop an updated Director of Social Services Annual report and associated business plan to reflect new guidance by Summer 2017, and implement the agreed action plan.

We will monitor progress through:

Outcome Indicator	Comparison (Wrexham 2015/16 end of year)	Wrexham 2016/17 (Q2)	Target 2017/18
New: The percentage of assessments completed for children within Statutory Timescale ⁶	n/a	Baseline being set	To be confirmed
Sustain: Percentage of children that were seen as part of their assessment ⁷	98.3%	97.60%	Top quartile performance (95% most recent)
Sustain: Percentage of all statutory reviews held within timescale (<i>reported a quarter in arrears</i>) ⁸	97.1%	94.3%	Top quartile performance (90% - most recent)

How does this objective reflect sustainable development?

Prevention comes first	We focus on providing early support that prevents issues escalating into a crisis. This includes ensuring that support and information is available for carers, through the DEWIS Cymru website, signposting the information and services available. Even as this focus is developed we will retain the safeguarding services to ensure that the most vulnerable are protected.
Prioritise the most vulnerable	This objective focuses on ensuring that services and processes are in place to safeguard vulnerable children, young people, adults and their families.
Long term	Focusing on preventative measures and activities promotes people being sustained in their existing situation, with appropriate support. This allows people to retain and build on their support networks and helps lessen the likely future demand on services.
Consult and Involve	We will continue to engage with citizens to ensure services are developed in line with the needs, aspirations and assets of our citizens and communities.
Integrate and collaborate	Safeguarding is a Council wide issue rather than the responsibility of any one department. The Council has a safeguarding policy and action plan in place. Services for vulnerable people are being integrated across children's and adults social services.
Welsh Language	The services and information that the Council provides are available bilingually in either English or Welsh.
Key Strategies	Director of Social Services Annual Report. Social Services Business Plan.

⁶ National indicator PMC024 – as this is a new indicator there is no baseline available.

⁷ Local indicator 017a. This has previously been a national indicator and our target over the lifetime of this plan has been to sustain performance in the top quarter for Wales. Whilst this quartile information will no longer be updated on an annual basis we will continue to target this level of performance.

⁸ Local 025. See note above on the target level.

Pe4 – Working with our partners to make Wrexham a safe place where people feel included

The levels of crime and how safe people feel, have been cited by local people as key factors that impact on their quality of life. Safety and feelings of safety can only be improved in partnership. Wrexham County Borough Council has a key contribution to make, both through its lead role within the Public Services Board and through its statutory duty from the Crime and Disorder Act to work with partners to reduce crime and disorder and combat substance misuse. Council departments including the Community Safety team, the Youth Justice Service, Public Protection teams, and the Planning service all support this aim. The Council has also invested in improved CCTV technology and an improved CCTV control room.

We will continually review local action plans in line with the North Wales Police and Crime Commissioner's Plan, the North Wales Strategic Needs Assessment, and the North Wales Safer Communities Board which tasks local community safety partnerships to focus on preventing crime, reducing reoffending and combating substance misuse. We will continue to work towards reducing inequalities in personal safety in line with the Council's agreed equality objective and to maintain the high proportion of people who feel safe, reflecting the "Making Wrexham a place that's safe and where everyone feels included" priority of 'Our Wrexham Plan'.

Our long term vision is to: be working with a preventative focus with our partners to ensure Wrexham is a place that is safe, and where people feel included. New and emerging issues will be picked up by the local Community Safety Partnership (CSP).

In the short term, to achieve this we will:

- Reduce victim based crime and acquisitive crime;
- Reduce anti-social behaviour;
- Support vulnerable people to prevent them from becoming victims of crime and repeat victims of crime;
- Increase people's confidence in reporting domestic abuse;
- Work with MARAC (Multi-Agency Risk Assessment Conference) to manage the levels of repeat victims of domestic abuse;
- Increase young people's awareness of sexual violence;
- Reduce substance misuse to prevent crime (in 3 ways: prevention, intervention and enforcement); and
- Understand and respond to risks to local community resilience.

In the medium to long term, to achieve this we will:

Work with partners to meet the well-being priorities in Wrexham Public Services Board's well-being plan as well as the priorities of the North Wales Police and Crime Commissioners plan at a local level.

We will monitor the scale of the issue through:

Outcome Indicator	Comparison 2015/16 (End of year)	Wrexham 2016/17 (Q2)	Target 2017/18
Improve: The levels of Victim Based Crimes in Wrexham ⁹	An average of 788 crimes per month	839 (rolling figure, Q2 2016)	Improving trend
Improve: The levels of Acquisitive crime ¹⁰ in the County Borough	An average of 346 crimes per month	378 (rolling figure, Q2 2016)	Improving trend
Improve: The percentage of survey respondents who feel safe in Wrexham County Borough ¹¹ a) in the town centre b) in their local area	New collection method	Set the baseline	Improving trend

How does this objective reflect sustainable development?

Prevention comes first	Data and intelligence are used to support targeted campaigns and initiatives that address key issues, with a view of continuing to develop our preventative approach. Examples include the recent focus on reducing and preventing arson, and more long running campaigns such as the Cat's Paw theatre company, who perform at schools and youth clubs to improve young peoples' understanding and awareness of the issues around sexual violence.
Prioritise the most vulnerable	We work to make the night time economy safe, supporting those who are vulnerable due to alcohol consumption through new developments such as the Alcohol Treatment Centre. Last year a Wrexham Town Public Spaces Protection Order (PSPO) was put in place to support a reduction in the levels of anti-social behavior, not only protecting the wider public and town-centre businesses, but also supporting the visible vulnerable in our community to access appropriate support.
Long term	Wrexham Council and partners work with first time and repeat offenders to challenge and prosecute; to address long term causes; and to link vulnerable people to appropriate support.
Consult and Involve	We use the Your Voice Wrexham consultation hub for bespoke consultations, for example how to best spend additional resource on reducing arson; developing the geographic boundaries of the Wrexham town PSPO; and for ensuring we gain an accurate understanding of peoples' perceptions of safety in Wrexham County Borough. Neighbourhood Watch Schemes are also a popular resource for local

⁹ Victim Based Crimes include all police recorded crimes where there is a victim. This victim could be an individual, an organisation or a corporate body. This category includes violent crimes directed at a particular individual or individuals, sexual offences, robbery, theft offences (including burglary and vehicle offences), criminal damage and arson.

¹⁰ Acquisitive crime includes shoplifting, all thefts, burglary, robbery and vehicle crime

¹¹ Whilst crime perception indicators have previously been in the plan the surveys from which they have been taken have been discontinued. This will now move to the Your Voice Wrexham consultation hub.

	residents and are common across the County Borough.
Integrate and collaborate	Work links closely with the wider town-centre plans, housing, public protection and streetscene to promote an integrated approach. The Community Safety Partnership (CSP) is a statutory partnership and includes North Wales Police, North Wales Fire and Rescue, Betsi Cadwaladr University Health Board, Probation Services, and AVOW.
Welsh Language	The services and information that the Council provides are available bilingually in either English or Welsh.
Key Strategies	North Wales Safer Communities Board Strategic Plan. North Wales Police and Crime Commissioner Strategic Plan. Our Wrexham Plan: Partnership Delivery Board 3 – A place that's safe and where everyone feels included.

PE5 – Enabling access to leisure and cultural activities

There are strong links between people's access to green space, leisure and cultural activities and their overall well-being. The more people use these things, the greater the quality of life they can have.

The Council provides and enables a wide range of services and facilities to help improve well-being – across the County Borough there are eight country parks, three urban parks, five leisure and activity centres, two National Nature Reserves and the Clywdian Range and Dee Valley area of outstanding natural beauty, giving people the opportunity to increase their fitness and get out and about in the fresh air. There is also the annual Wrexham Play Day and a range of events run throughout the school holidays to get children more active. In addition, there are many cultural and parks events and activities to get involved in such as visiting Wrexham Museum, Oriel Wrecsam, heritage sites, libraries and by taking part in the many events that are run in the County Borough throughout the year – such as Under the Arches, environmental activities in the parks such as guided walks and outdoor sports and a variety of street festivals.

Many of these services are supported by volunteers who work with Council staff to ensure the sustainability of these activities and events; and in the future these volunteers will be even more vital to ensure the good work continues. It is also crucial to continue to work with people to encourage and help them see the benefits of accessing these services themselves. The 'Together in Wrexham' scheme enables individuals, communities or groups to come together to make their own positive contribution to help others; and the Council will act as a link to help people develop new ideas or cultivate old ones.

In recent consultations people have told us that an aspiration is to have more things to do (especially for children and young people) and more activities and opportunities to be healthy.

Our long term vision is to: have a County Borough where people can still access the countryside and a wide range of leisure, cultural and heritage activities and events according to their interests and budget. We will have increased the number of children and young people who are active and 'Hooked on Sport'¹² and have libraries acting as community hubs to bring people together and give them access to the services and support they need to help them live better lives.

In the short term, to achieve this we will:

- Continue to work with partners to deliver outstanding Sport and Physical Activity opportunities;
- Work with regional and national partners to develop 'Sport North Wales', the regional investment coordination, commissioning and service delivery agency for community sport across North Wales;
- Investigate how the library service can work in partnership with other council departments and external organisations to enhance the library offer;

¹² Hooked on Sport - take part in sport or physical activity three or more times per week

- Continue to improve rights of way making the countryside and open spaces more accessible and continue to provide good quality, easily accessible parks with a variety of opportunities for informal sport and outdoor activities;
- Develop the ambitious arts and cultural space in Wrexham town-centre to provide a venue that can house a diverse programme which offers something for everyone, playing a central role in reinvigorating and celebrating a sense of identity and pride in Wrexham. The centre will include two gallery spaces, a performance and cinema space, a flexible performance and events space, three creative industries studios, a learning studio and programme, a retail and applied arts offer; all alongside existing and new market stalls, and a food hall with up to three café/restaurants;
- Develop new and imaginative ways of exploiting our heritage through the development of a network of heritage hubs;
- Continue the ambitious programme of outreach cultural activities that are organised from Oriel, meaning that hard to reach groups and those that are unable to access activities independently have the opportunity to explore local culture and heritage;
- Seek funding to ensure the conservation needs of key heritage sites can be met and consider establishing a Wrexham Heritage Membership scheme to encourage the public to further engage with their heritage;
- Seek funding to complete the refurbishment of Wrexham Museum;
- Provide a community access project at the refurbished Wrexham Cemetery Chapels to encourage greater awareness of Wrexham's Victorian Cemetery; and
- Continue to provide grants to support communities to come together to actively participate in delivering services under the 'Together in Wrexham Enabling Grants' scheme.

In the medium to long term, to achieve this we will:

- Work with schools to ensure that children and young people have excellent physical literacy skills (meaning they have skills, motivation, confidence and lots of opportunities to take part in sport and physical activities) and visit their local parks, play areas and green spaces;
- Work towards achieving 'insport' – Disability Sport's silver level accreditation;
- Work with the community groups that support our parks and country parks to help and encourage them to develop their volunteer base and to continue to identify opportunities for external funding bids;
- Review sports pitches and sports facilities in Wrexham, in partnership with the Football Association Wales to try and create better facilities and greater participation in football, particularly for young people;
- Work more closely with schools to engage children and young people in environmental awareness, heritage and culture; and
- Review and implement the Rights of Way Improvement Plan, assessing the current position and identifying improvements to the public rights of way network that will support a better experience for walkers, cyclists, equestrians and other users.

We will monitor our success through:

Outcome Indicator	Comparison 2015/16 (End of year)	Wrexham 2016/17 (Q2)	Target 2017/18
Improve: The number of visitors to libraries per 1000 population	4,379 <i>(Wales average: 5,373)</i>	Reports Q1	4,500
Sustain: the number of visits to Wrexham Leisure Trust sport and leisure centres per 1,000 population where the visitor participates in physical activity	12,388 per 1000 <i>(Wales average: 8,408)</i>	5,976 (11,952 predicted for year end)	sustain
Sustain: The number of visitors to parks and country parks	561,004	Reports Q1	sustain
Sustain: The percentage of total length of rights of way which are easy to use (e.g. gates/styles/ surfaces)	70%	Reports Q1	sustain
Improve: The percentage of children and young people who are: a) 'Hooked on Sport' ¹³ b) participating in extracurricular activity at least once per week c) participating in sport at least once a week at a community club	(Wales 2015) a) 48% b) 49% c) 63%	(Wrexham 2015) a) 43% b) 46% c) 60%	Improving Trend 2-yearly survey – due 2017

We will monitor the role of volunteers and community groups in supporting access through:

Outcome Indicator	Comparison 2015/16 (End of year)	Wrexham 2016/17 (Q2)	Target 2017/18
Sustain: The number of volunteer hours being provided annually to support: a) Parks and country parks b) Sports development c) Museum and heritage service	a) 2352 hours b) 2756 hours c) 1210 hours	Reporting Q1	sustain

How does this objective reflect sustainable development?

Prevention comes first	Leisure and cultural activities and facilities – such as access to nature and physical activity – can improve people’s physical and mental health and well-being, minimising the pressure on health and social care.
Prioritise the most vulnerable	Parks and country parks are free, with accessible all-weather paths available in a number of areas. Libraries again are free to use, and provide access to literature, media and web services for all.
Long term	Enabling and supporting positive activity, sports and active lifestyles promotes good physical and mental health and long term resilience. Preserving our culture and heritage maintains it for future generations to enjoy and to learn from. Enabling people to play a more active role and do more for themselves and each other Running accrediting training schemes for volunteers in various aspects of countryside

¹³ Hooked on Sport - take part in sport or physical activity three or more times per week

	management preserves skills to ensure that parks can be maintained in the long term.
Consult and Involve	<p>Following consultations with local people, proposed parking charges at parks and country parks have not been brought in. Consultation on the development of the Arts and Culture Hub has also been widespread.</p> <p>A significant number of people are actively involved in supporting and providing local cultural and leisure services through volunteering and befriending schemes.</p>
Integrate and collaborate	Working in partnership and collaboration with trusts, voluntary organisations and community groups to ensure the sustainability of these services. This is also supported by the Together in Wrexham scheme
Welsh Language	Many of the heritage and cultural activities strongly contribute to a thriving Welsh language and numerous national exhibitions are held in the museum. The services and information that the Council provides are available bilingually in either English or Welsh.
Key Strategies	<p>Tree and Woodland Strategy.</p> <p>Local Development Plan.</p> <p>Local Heritage Strategy.</p>