

ISS NO. 001	CRN 000	WELL BEING STRATEGIC PLAN
DATE: 06.07.16	AUTHORISATION: Wendy Thomas/Full Council	
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STRATEGIC PLAN

1. INTRODUCTION

- 1.1 This document sets out the Council’s strategic aims based on a clear statement of purpose and its core values. The Strategic Plan is intended to provide an overall framework to focus the Council’s activities, investment and spending priorities.
- 1.2 The Strategic Plan’s aim is to improve the quality of life (well-being) for people today and for future generations. The Plan will be used as a tool, to ensure the Council works for and with the communities it represents. The Plan will guide the Council in meeting people’s needs and respecting their rights; and will help us deliver better customer services.

2. STATEMENT OF PURPOSE

“The Council is committed to encouraging community development and delivering better customer service while acting as a local voice for the communities it represents”.

To achieve this, the Council has identified a number of values and aims within which priorities are set. These are explained in section five of the Plan.

3. AMBITION AND GENERAL VALUES

3.1 AMBITION

The Council has the following ambitions:

- To be recognised as an excellent organisation;
- To be an organisation that people are proud to work for and be associated with.

3.2 GENERAL VALUES

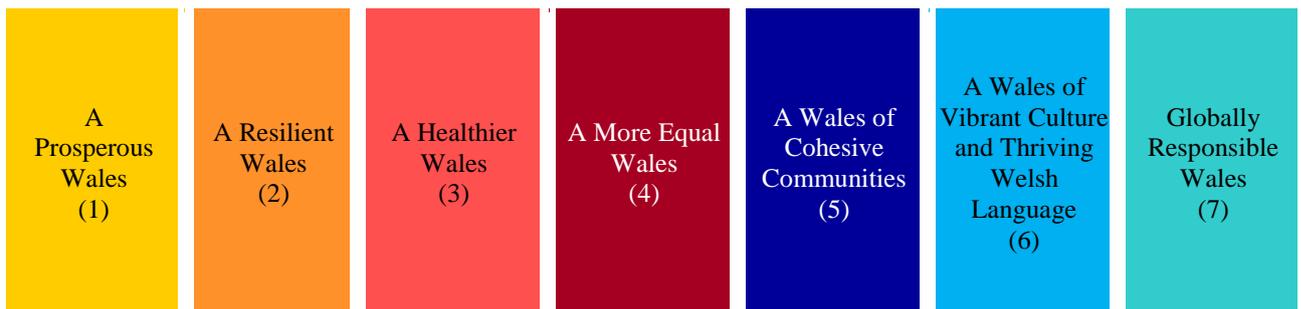
The Council aims to be:

- Caring and supportive;
- Fair and equitable;
- Inclusive;
- Developmental and Innovative;
- Empowering, Enthusiastic and Encouraging.

ISS NO. 001	CRN 000	WELL BEING STRATEGIC PLAN
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4. WELL-BEING

- 4.1 The Well-Being Statement sets out Coedffranc Community Council’s commitment to the principle of sustainable development to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.
- 4.2 The Well-Being of Future Generations (Wales) Act 2015, ‘the Act’, defines sustainable development as the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the well-being goals. In this regard the Council recognises the role it has to play. Therefore, it will promote sustainable development in how it goes about meeting its duty under the Act and when working for and with the communities that make up its area.
- 4.3 The Act puts in place seven well-being goals. These well-being goals are indivisible from each other and explain what is meant by the well-being of Wales. The Council embraces these well-being goals and will incorporate them into its forward planning and decision making arrangements to improve the general quality of life (well-being) within its administrative area. The Act provides a more detailed definition for each of the seven well-being goals. However, for the purposes of this statement the seven goals are:



- 4.4 When applying these well-being goals to the functions, activities and services provided by the Council; the Act requires the Council to think more about the long term, to work better with people and communities and also other public bodies, to look to prevent problems and to take a more joined up approach.

4.5 COMMITMENTS

The Council will:

- Look to the long term so that its actions or lack of action does not compromise the ability of future generations to meet their own needs.
- Take an integrated approach to applying the seven well-being goals when deciding upon priorities.
- Involve the diversity of the population in the decisions affecting them, when and where it is applicable to do so.
- Work with others in a collaborative way to find shared sustainable solutions.

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- Understand the root causes of issues to prevent them from occurring.
- Take reasonable steps towards meeting the local objectives in the local well-being plan that has affect in its area. In this regard and when the Public Services Board publishes its local well-being plan, the Council will consider and review the local objectives contained in the plan alongside its own objectives for the year ahead.
- Form its own judgement of what steps it would be reasonable for it to take towards meeting the local objectives in its area, on the basis of its own knowledge and consideration of the circumstances and characteristics of its area.
- Report annually for each relevant financial year, detailing the progress it has made in meeting the objectives contained in the local well-being plan prepared and published by the Public Services Board.

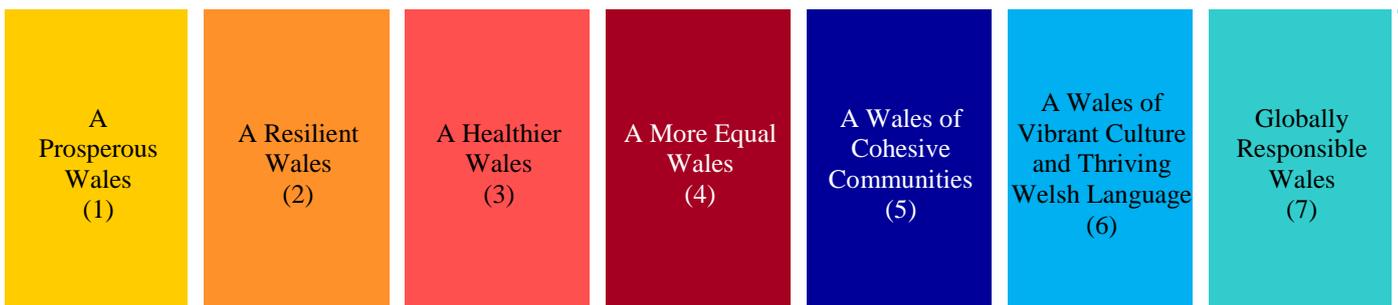
4.6 ACTIONS

The Council commits to the following set of actions:

- Publishing the well-being statement on its website.
- Incorporating the well-being statement into this Strategic Plan.
- Incorporating the seven national well-being goals into this Strategic Plan by cross-referencing the well-being goals so that the Council’s core aims and values are realigned to correlate directly to the well-being goals.
- Continue to extend its influence and reach into the community to help sustain general well-being in the communities that make up its area.

5. CORE VALUES AND STRATEGIC AIMS

5.1 The core values and strategic aims listed in 5.2 to 5.13 below have been realigned to correlate to the seven national well-being goals introduced to Wales under the Well-Being of Future Generations (Wales) Act 2015. The core values and aims demonstrate how the Council is contributing to improving the general quality of life (well-being) of residents in the Coedffranc area.



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Signature		

5.2 COMMUNITY DEVELOPMENT

The Council is committed to encouraging community development.
It will:

		1	2	3	4	5	6	7
CD1	Identify and help meet local needs.							
CD2	Work with Neath Port Talbot County Borough Council and other agencies when appropriate.							
CD3	Help deliver the aspirations of its local communities and be guided by the Local Service Boards objectives.							
CD4	Understand the diverse needs of the communities it represents.							
CD5	Encourage community development by supporting the endeavours of community groups and associations, voluntary organisations and other agencies.							
CD6	Encourage and promote lifelong learning.							
CD7	Maximise opportunities for access to a full range of community facilities and identify and remove barriers preventing access.							
CD8	Support and develop community participation in what the Council does.							
CD9	Use of the Welsh Language according to Council's policy.							
CD10	Encourage the development of civic pride throughout the communities the Council represents.							

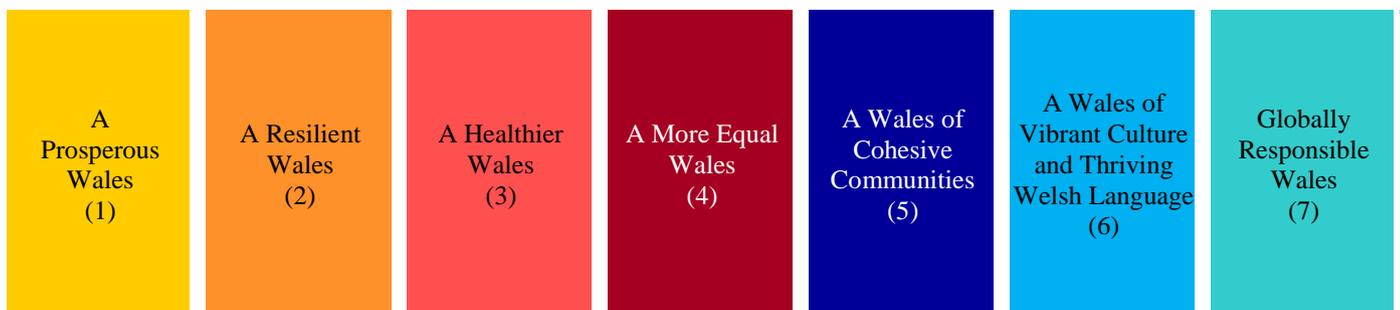
<p>A Prosperous Wales (1)</p>	<p>A Resilient Wales (2)</p>	<p>A Healthier Wales (3)</p>	<p>A More Equal Wales (4)</p>	<p>A Wales of Cohesive Communities (5)</p>	<p>A Wales of Vibrant Culture and Thriving Welsh Language (6)</p>	<p>Globally Responsible Wales (7)</p>
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ISS NO. 001	CRN 000	WELL BEING STRATEGIC PLAN
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5.3 SERVING THE PUBLIC

The Council is committed to providing the public with the best possible service, whilst at the same time ensuring quality, relevance and value for money. It will:

		1	2	3	4	5	6	7
STP1	Place the public at the heart of everything it does.							
STP2	Treat people fairly and as individuals.							
STP3	Develop excellent standards of customer care.							
STP4	Make access to Council services as easy as possible for everybody.							
STP5	Consult and listen to the public where appropriate.							
STP6	Promote a culture of continuous improvement in service quality throughout the Council.							
STP7	Publish clear targets where appropriate.							
STP8	Investigate systems and processes as a means of delivering better services.							
STP9	Value staff, encourage responsibility and accountability, and support personal development including the setting of formal objectives for training and development actions.							
STP10	Work with Welsh Ministers to achieve an accreditation of quality in community government (if necessary) and embrace all legislative measures to promote the role and function and future potential of the Town and Community Council Sector.							
STP11	Handle complaints expeditiously using the Council's complaints procedure as a means of proper redress for people.							



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5.4 ACTING AS A LOCAL VOICE

Community and town councils are the most local level of government in Wales and play an important role in the life of Welsh communities. Representing local interests is a crucial part of the Council's work. It will:

		1	2	3	4	5	6	7
LV1	Be a strong local voice and will act on behalf of its communities and work with others to ensure provision of appropriate services.							
LV2	Look to safeguard local amenities when possible, and fully represent both the views of residents and the communities it serves.							
LV3	Support local issues in Neath Port Talbot which are of general importance in order to safeguard key services and protect employment.							
LV4	Diligently perform its consultative role in the following areas:-							
	• Education and Learning							
	• Environment							
	• Health and Social Care							
	• Housing							
	• Highways and Transportation							
	• Planning							
	• Public Protection							
• Recreation and Leisure								
LV5	Continue to develop its consultative role, particularly with Neath Port Talbot County Borough Council and other public sector bodies; ensuring that contributions are effective, relevant, timely and reflect the communities it represents.							

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5.5 QUALITY OF LIFE

The Council is committed to doing all it can to improve the quality of life (well-being) of all residents living within its area.

5.5.1 ENVIRONMENT

The Council cares for the environment. It will:-

		1	2	3	4	5	6	7
QL1	Continually review its services and management systems to ensure good environmental practice and compliance with regulatory requirements.	Yellow	Orange	Red	Grey	Dark Blue	Grey	Light Blue

5.5.2 SOCIAL INCLUSION

The Council recognises the special needs of those members of the community who face discrimination or are otherwise disadvantaged. The Council will play its part in helping to improve their situation. It will:

		1	2	3	4	5	6	7
QL2	Promote its equal opportunities policy.	Grey	Grey	Grey	Dark Red	Grey	Grey	Light Blue
QL3	Work with Neath Port Talbot County Borough Council and other agencies in helping support all sections of the communities it represents.	Grey	Grey	Grey	Dark Red	Dark Blue	Grey	Light Blue
QL4	Promote general policies and initiatives to provide assistance against poverty, inequality or disadvantage.	Yellow	Grey	Red	Dark Red	Dark Blue	Grey	Light Blue

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ISS NO. 001	CRN 000	WELL BEING STRATEGIC PLAN
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5.5.3 SAFE AND HEALTHY PLACES

The Council believes all residents have a right to live in a safe and healthy place without fear of crime and persecution. It will:

	1	2	3	4	5	6	7
QL5							
Seek to work more closely with Neath Port Talbot County Borough Council, the Police, other agencies and local communities to create a safer and healthier environment.							

5.6 SPORTS, LEISURE AND CULTURAL ACTIVITIES

The Council recognises the importance of encouraging people to take part in sport, leisure and cultural activities to improve their well-being. It will:

Proposed National Well-being Indicators		1	2	3	4	5	6	7
SLC1	Aim to offer and promote a wide range of sport and leisure opportunities by direct provision, and through working with community groups and agencies.							
SLC2	Enhance leisure and sporting facilities in line with identified Need when possible.							
SLC3	Support and encourage organisations promoting the arts and cultural activities.							

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5.7 THE LOCAL ECONOMY

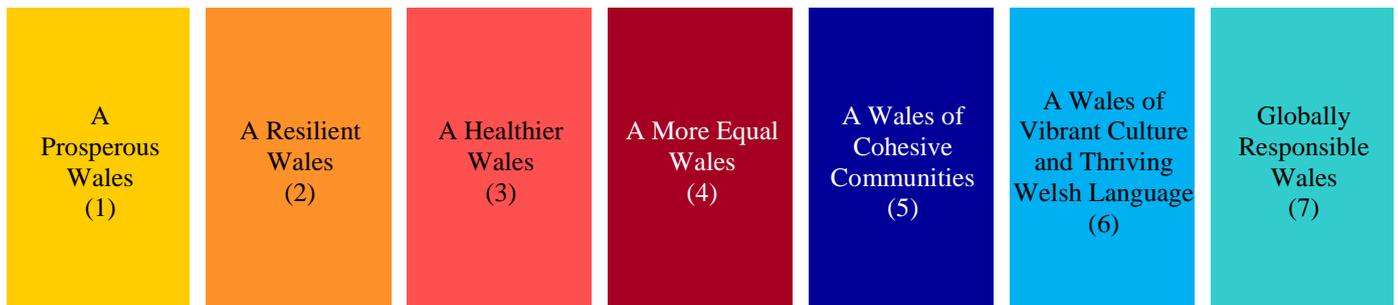
The Council is committed to supporting the local economy. It will:

		1	2	3	4	5	6	7
LE1	Support measures which will improve access to secure employment for all sections of the community.	Yellow	Grey	Grey	Red	Grey	Grey	Grey
LE2	Promote the Coedffranc area and enhance its image.	Yellow	Grey	Grey	Grey	Dark Blue	Light Blue	Teal
LE3	Support the local economy by purchasing goods and services from local businesses where appropriate.	Yellow	Grey	Grey	Grey	Grey	Grey	Teal

5.8 LOCAL DEMOCRACY

The Council is a democratically elected body and believes in the principles of local democracy. It will:

		1	2	3	4	5	6	7
LD1	Provide support to elected Members to enhance and develop their representative role.	Grey	Grey	Grey	Red	Dark Blue	Grey	Grey
LD2	Encourage participation in the democratic process.	Grey	Grey	Grey	Red	Grey	Grey	Teal
LD3	Be open in conducting its activities and listen to the views of local people.	Grey	Grey	Grey	Red	Grey	Grey	Teal



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5.9 PARTNERSHIP WORKING

Partnership working is a key theme of modern local government. The Council believes in the spirit of partnership working, in order to deliver the best possible service to the public. It will:

		1	2	3	4	5	6	7
PW1	Recognise the importance of partnership working in order to fulfil the needs of the communities it serves.	Yellow	Grey	Grey	Red	Grey	Grey	Cyan
PW2	Work in partnership with community groups and organisations to enhance the communities it represents.	Yellow	Grey	Grey	Red	Blue	Grey	Grey
PW3	Continue to support and develop its relationship with Neath Port Talbot County Borough Council.	Yellow	Grey	Grey	Grey	Blue	Grey	Cyan
PW4	Continue to support the Charter Agreement with NPTCBC.	Yellow	Grey	Grey	Grey	Blue	Light Blue	Grey
PW5	Continue to strengthen its relationship with NPTCBC County Council to work together to deliver better services in the future.	Yellow	Grey	Grey	Red	Grey	Grey	Cyan
PW6	Work in partnership with the Voluntary and Private Sectors, when opportunities arise.	Yellow	Grey	Grey	Red	Blue	Grey	Cyan

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5.10 COMMUNICATION

Internal and external communication and the provision of information is fundamental to providing customer focused services. The Council will:

		1	2	3	4	5	6	7
C1	Continually improve its general methods of communication with the public.					5	6	
C2	Hold public meetings concerning major schemes and projects when appropriate.		2		4	5	6	7
C3	When appropriate, promote public consultation and gather information by means of satisfaction questionnaires and general surveys, as part of an on-going process of self-assessment and improvement.	1				5		7
C4	Use plain language in all correspondence.	1			4		6	7
C5	Develop its web site and other communication systems.	1		3	4	5	6	7
C6	Develop its Public Information Scheme to provide information about the Council and its activities.					5	6	
C7	Promote relationships with the local media.						6	7
C8	Publish press releases on issues of public interest if deemed necessary.					5	6	
C9	Enhance internal communications across the Council's different sites so that staff provide a quality and informed service to the public.				4	5	6	7

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5.11 HEALTH AND SAFETY

The Council takes its health and safety responsibilities very seriously. The Authority's safety performance is regarded by the Council as equal to quality and productivity. It will:

		1	2	3	4	5	6	7
HS1	Provide an on-going commitment to its health and safety policy, and budgets will include adequate provision for addressing health, welfare and safety requirements.	Yellow	Grey	Red	Grey	Dark Blue	Grey	Cyan
HS2	Whenever applicable, adopt any relevant British Standard, Code of Practice or established good practice.	Grey	Grey	Red	Grey	Dark Blue	Grey	Grey
HS3	Maintain adequate insurance in accordance with the Employers' Liability (Compulsory Insurance) Act 1969 /Employers Liability Regulations 1998.	Grey	Grey	Grey	Dark Red	Dark Blue	Grey	Cyan
HS4	Provide and maintain safe and healthy working conditions, equipment and systems of work for all its employees and provide as much information, training and supervision as they need for this purpose.	Yellow	Grey	Red	Grey	Dark Blue	Grey	Cyan
HS5	Accept its responsibility for the health and safety of other people who may be affected by our activities.	Grey	Grey	Red	Grey	Dark Blue	Grey	Cyan

5.12 RESOURCES

The Council believes that efficient, effective and sustainable resourcing is fundamental to achieving its strategic aims. It will:

		1	2	3	4	5	6	7
R1	Seek to maximise its revenue income and pursue appropriate sources of external financial support when possible.	Yellow	Grey	Grey	Grey	Grey	Grey	Cyan
R2	Promote principles of sustainability in Council activities.	Grey	Orange	Grey	Grey	Grey	Grey	Cyan
R3	Promote a waste minimisation programme to ensure efficient and effective use of all resources.	Yellow	Orange	Grey	Grey	Grey	Grey	Cyan

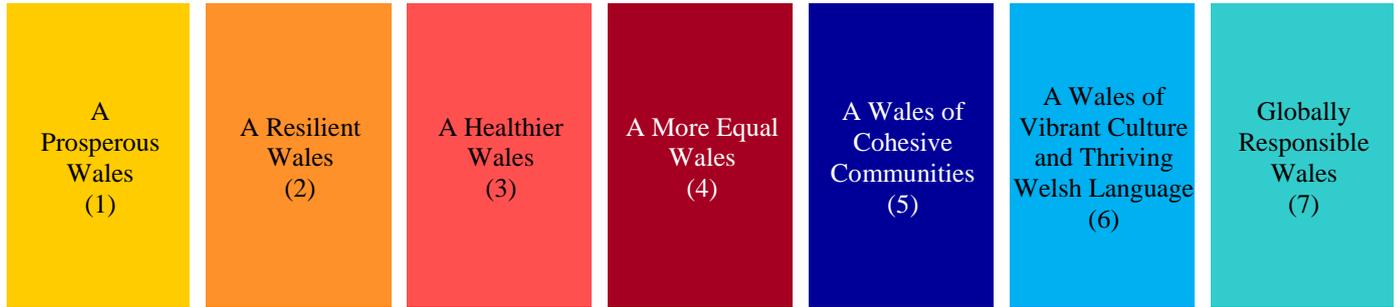
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ISS NO. 001	CRN 000	WELL BEING STRATEGIC PLAN
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5.13 MANAGEMENT AND CONTROL

The Council believes that effective management and control is central to achieving its strategic aims. It will:

		1	2	3	4	5	6	7
MC1	Seek to ensure economy and restraint and thereby achieve value for money.	Yellow	Grey	Grey	Grey	Grey	Grey	Teal
MC2	Operate strict controls on revenue spending in order to be able to undertake new initiatives and to generate resources which can be used for approved projects.	Yellow	Grey	Grey	Grey	Grey	Grey	Teal
MC3	Continually monitor policies, services, budgets and processes in order to better meet identified needs and aspirations.	Yellow	Grey	Grey	Dark Red	Grey	Grey	Teal
MC4	Promote, protect and enhance the diverse character, culture and local identity of the Council's area.	Grey	Orange	Grey	Grey	Grey	Blue	Teal



6. REVIEW

The Strategic Plan is a working document and may be reviewed from time to time in line with legislative changes or major policy development. It is important that the Strategic Plan represents the aims and ambitions of the Council, therefore, a review of the Plan will be undertaken in line with the Council's election cycle. This will ensure that it remains relevant and reflects the views of the Members.

**WENDY THOMAS MILCM
CLERK TO THE COUNCIL**